

# The American Perfumer

and Essential Oil Review

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PUB. CO.  
NEW YORK

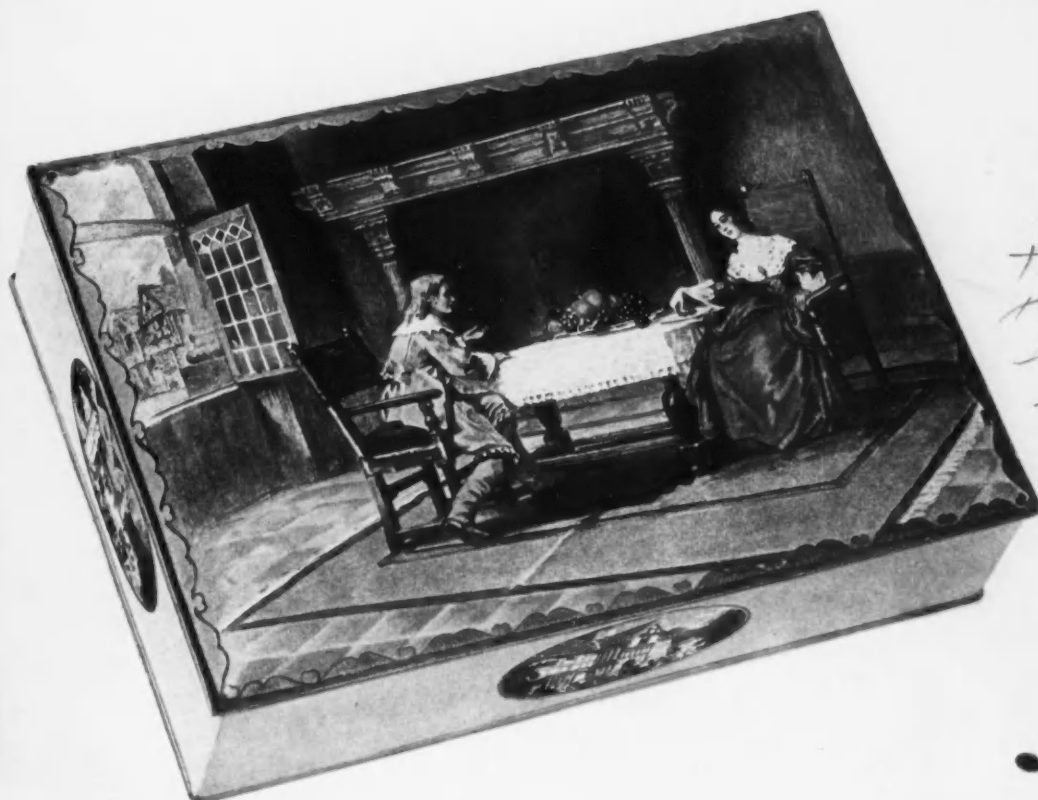
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U.S. DEPARTMENT OF AGRICULTURE



## American Can Company

NEW YORK

CHICAGO

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See also page 9

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Designed for creams particularly,  
it can be used to great advantage  
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NEW YORK

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## CONTRIBUTING EDITORS

DR. CLEMENS KLEBER  
Clifton, N. J.  
ESSENTIAL OILS

DR. HARVEY A. SEIL  
New York  
SYNTHETICS

PROF. CURT P. WIMMER  
Columbia University  
New York  
TOILET PREPARATIONS

DR. EDGAR G. THOMSEN  
Winona, Minn.  
SOAPS

BERNARD H. SMITH  
Brooklyn, N. Y.  
FLAVORING EXTRACTS

HOWARD S. NEIMAN  
New York  
PATENTS, TRADE-MARKS  
AND COPYRIGHTS

LEROY FAIRMAN  
New York  
MERCHANDISING

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President and Treasurer

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Macintyre & Simpson  
75 E. Wacker Drive  
Phone: Central 1716

Washington Bureau:  
C. W. B. Hurd  
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SEPTEMBER, 1932

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The  
**American Perfumer**  
and Essential Oil Review

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VOL. XXVII

No. 7

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## Clearness in Modern Perfumes

Clearness and purity so desirable in perfumes are produced and protected by *EVERCLEAR* Alcohol . . . the one perfect solvent for all floral and essential oils . . . Test it under exacting conditions and solve your most difficult problems . . .

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405 Lexington Avenue - - - New York, N. Y.

Plants: Pekin, Ill.; Philadelphia, Pa.; Gretna, La.; Sausalito, Cal.

Sales offices in most large cities. Warehouse stocks carried at all principal consuming points.



# The American Perfumer

and Essential Oil Review

SEPTEMBER, 1932

Established 1906

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Vol. XXVII, No. 7

## Consider, If You Please, the Man

*Sales Opportunities That Seem to Be  
Misused or Neglected—*

*by Leroy Fairman*

EVERY now and then we see in the public prints slyly jocose items to the effect that men, in constantly increasing numbers, are buying for their own use perfumery and cosmetics formerly regarded as solely for the use of the other sex; and, what is still more remarkable, are slipping into beauty parlors for "treatments" of one kind or another.

Whether or not the male person is becoming so beauty conscious that his purchases of aids to pulchritude for his own use will assume a volume worth worrying about, it is a fact that he buys a great deal of such merchandise for others, and that there are a number of toilet products which are intended for his exclusive use, or which are used equally by both sexes.

Such being the case, advertising appeals to men should, it seems to me, receive more thought and reasonable consideration than they have in the past.

Take for example, shaving cream. To the average shaver, the purchase of shaving cream is a matter of habit. He has become accustomed to using Colgate's, or Williams, or Palmolive, and as his only purpose in shaving is to get the beard off his face completely, easily and painlessly, he goes on using that brand indefinitely. If he changes, it is usually by reason of whim or accident, or because the name of some other cream is thrust at him with so much vigor and persistency that he finally buys a tube. Finding that it is at least as satisfactory as that which he has been using, or imagining that it is a little better, he switches.

In these feverish times, however, the more logical appeals for shaving creams are evidently considered to be flat, stale and ineffectual. The advertising most prominently before the public eye argues, by implication if not by actual claim, that our keeping the job we have, or getting a job if we have none; our holding the affections of the sweetheart we have, or getting the one we have an eye on; our impressing our fellow-men with the idea that we really amount to shucks or

ever will—all depend upon the brand of shaving cream we use.

I do not believe that this is true; but I do believe that for every man who is at all favorably impressed by such advertising, there are 99 to whom it gives a pain in the neck.

Other toilet goods advertising addressed exclusively to men appeals largely to fear. We are not considered good "prospects" unless we have halitosis, or "B. O.", or are threatened with baldness, or are otherwise defective or offensive. About the only exceptions are the lads who are urged to keep their hair neat, glossy and rich-looking. They are good lookers, and smart, lively and up-and-coming. None

of them, though, is over 21, and as a great number of us are past that delightful age, we oldsters feel sadly that the advertised preparations are not for us.

Extreme youth, by the way, is an almost universal characteristic of the men to whom toilet goods advertising is addressed. Only young men seem to use shaving cream; I am not sure that, if the advertisements are to be believed, any grown men use a dentifrice. A careful student of such advertising, I have encountered in it only one married man who had "B. O.," and none at all who was afflicted with halitosis. Which, when you come to think of it, is good news. And a fine argument for matrimony, too.

In other fields we find face lotions for men; very well advertised, as a rule, although they, too, are apparently of no use to the man over 30. We also have talcum powders for men, seemingly differing from the women's brands only by the lettering on the can. We have other oddments for the skin and hair of man, but for the care of his nails he must rely upon the platinum blond in the barber shop.

The idea is, possibly, that only the adolescents care whether their hair is neat, orderly and rich-looking, or whether their skin is well cared for—that there is no use bothering with doddering old chaps in their



WILLIAMS  
SHAVING CREAM—AQUA VELVET

### The American Perfumer

ciated, and even the most bashful swain need have no fear, in these times, that such a gift would be construed as a hint that the lady's nose was too red or her cheeks too pallid for his taste—or that in more intimate and delicate details he found grounds for criticism.

In what manner, and to what extent, are manufacturers endeavoring to cultivate this potentially fruitful field? Is there any good reason why they should not follow the example of the confectioners and the florists and through advertising greatly increase the business derived from a field of such fruitful promise?

It is true that in the magazines and newspapers they read, men see a great deal of perfumery and cosmetics advertising, and it is likely, as I have said, that they give it more attention than is suspected. But what do they make of it?

The male reader finds, in the most advanced and sophisticated advertisements, pictures and descriptions of women, and appeals to emotions and impulses in women, which fill him with amazement and alarm. If he chances to have a sweetheart who is a sparkling brunet, he will find, in some advertisement, appeals to women of apparently similar physical characteristics; but he will also find mystifying references to dark and tragic moods, fitful and stormy caprices, and morbid glooms which terrify his innocent soul and incline him to bar all brunets from even the most casual contacts, henceforth and forever.

In another advertisement he will encounter long dissertations upon mysterious and complicated ceremonials of the toilet, intended to transform the practitioner into something far different, and infinitely more beautiful. This too leaves him in a confused state of mind, and not a whit nearer the attitude of a possible buyer than he was before.

Or, perhaps, his eye meets one of those severely formal advertisements which show him a package, or a group of packages, accompanied only by forbidding prices; or a few words of copy which—especially if in French—convey no meaning and arouse no interest.

True, these advertisements are for the ladies, and not for him. He was not considered in their preparation. There is no reason why he should expect they will enlighten or interest him. From one point of view, there is no reason why they should.

But that, possibly, may be the wrong point of view. There is no disputing the strength of the sex appeal, but that emotion is many-sided. There is the appeal to the female to make herself attractive to the male, which many cosmetics advertisements have in abundance; and there is the appeal to the male to ingratiate himself into the affections of the female, which practically all cosmetics advertisements lack.

Would it be incongruous, or in bad taste, to build a perfumery or cosmetics advertisement which contained this dual appeal? Would it lessen the effectiveness, to a woman, of an advertisement, if somewhere in the copy it was suggested to the man that the article advertised was of a nature and type which especially fitted and qualified it as an appropriate and welcome gift to a woman? Perhaps, but one thing is sure—an advertisement of that character would necessarily be stated in terms of sanity and sweet reasonableness

which would be extremely agreeable and convincing to the men who read it.

If that idea is ruled out, how about a series of advertisements addressed directly to men, stating the qualities of the advertised article which make it especially desirable as a gift, and listing the occasions upon which such a gift would be peculiarly appropriate? Would not such an advertisement sell goods? Would it not to a degree usurp a field which is now neglected? Would not advertisements frankly addressed to men have so great a fascination for women that they would read every word of them? If so, would not they possibly sell more goods to women direct, than if they were aimed at women after the usual manner of toiletry advertisements?

These are questions which, with the holiday season so near at hand, it would seem wise to wrestle manfully. They are important because it seems rather absurd, when we know how large a volume of toiletries is already bought by men, to make no effort to increase it.

---

### Coming Conventions

National Association of Retail Druggists, Hotel Statler, Boston, Sept. 26 to Oct. 1, 1932.

International Beauty and Barbers Supply Dealers Association, Wardman Park hotel, Washington, Sept. 26 to 30, 1932.

Federal Wholesale Druggists Association, Hotel Raleigh, Washington, Oct. 4 to 6, 1932.

American Beauty and Styles Exposition, Grand Central Palace, New York, Oct. 17 to 20, 1932.

American Pharmaceutical Manufacturers Association, Mid-Year Meeting, Oct. 26 to 28, 1932.

National Manufacturers of Soda Water Flavors, Cleveland, Ohio, Nov. 14 to 18, 1932.

American Bottlers of Carbonated Beverages, Cleveland Public Auditorium, Cleveland, Ohio, Nov. 14 to 18, 1932.

Packaging Exposition, Pennsylvania hotel, New York, March 7 to 10, 1933.

National Confectioners Association, Chicago, date to be announced.

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### Demonstrators Need License in Minnesota

State licenses as beauty operators are required of agents of beauty preparations manufacturers under a decision handed down in the Hennepin county (Minneapolis) district court by Judge Arthur W. Selover. The ruling was made in the case of the Luzier Special Formula Laboratories, Inc., of Kansas City, against the Minnesota State Board of Hair Dressing and Beauty Culture Examiners and Henry N. Benson, attorney general of the state. The Kansas City company has sought to enjoin the state board and the attorney general from interfering with their agents who were giving demonstrations in beauty parlors. The firm contended that no charge was made for demonstrations and that the state had no right to interfere with the agents or to threaten revocation of licenses of beauty parlors where the demonstrations were given. The court held otherwise.

# Recent Products and Packages

**I**N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

## Coty's Perfumes in New Dress

Imposing and luxurious in appearance are the repackaged perfumes of Coty, Inc., New York, which have recently been placed on the market in their new dress. The restyled quarter, half and one ounce flacons which contain the glistening perfume have an air of individuality which is difficult to achieve in small bottles. The boxes also are distinctive, having a mottled ivory and gold finish, completing a pretty package.



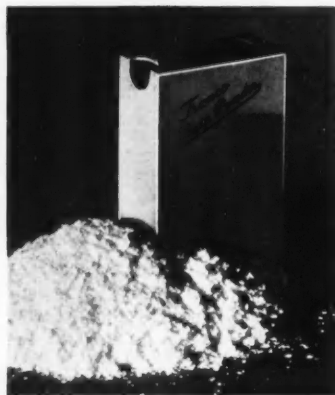
## Ritz Hair Treatment Kit

Charles of the Ritz, New York, has added a neat, compact hair treatment ensemble to its extensive line. The kit consists of a white glass jar and four bottles, the latter of clear glass with the colored liquids showing through harmoniously. Labels are black on silver foil, and caps are of black plastic material. The box in which the packages are presented corresponds in beauty to the items, its color scheme of rose and silver setting off the packages nicely. Each of the items and the box carries the familiar Charles of the Ritz decorative motif which distinguishes all other packages of the company.



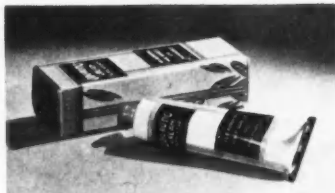
## Franco-American Bath Powder

The graphic illustration below almost enables one to feel the softness of the new bath powder of the Franco-American Hygienic Co., Chicago. This water-softener is perfumed, and may be added to water when washing lingerie as well as to the bath. The container is tall, neat and plain, with the label, "Franco Bath Powder," inscribed across the upper portion. It is attractive in its simplicity.



## Odorono Cream Depilatory

An improved product at a reduced price is recent news sent out by the Northam Warren Sales Co., Inc., for its "Odorono" cream depilatory. The addition of a perfume which makes the product more pleasant

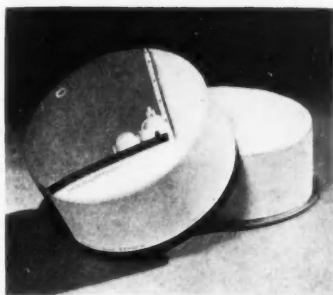


to use and a change in the color of the cream to pure white are the improvements claimed. The tube is a light green, marked with dark green stripes, with a dark green plastic closure, and set off with black labels. The carton is similarly designed.

## "Romance" Talcum

Floral Products, Inc., New York, is marketing a new talcum powder under the trade name, "Romance." The package catches the eye at once. It is unusually tall, measuring seven and one-half inches from top to base, and substantial in construction. Its design is modernistic, the color scheme of the body of the package being black and slivery gray. The shoulder of the can is finished in a bright red, and the closure in silver. A panel near the top depicts a scene in line with the trade name of the talcum.





### Myrurgia

The house of Myrurgia, Barcelona, Spain, represented in this country by Abouchar & Co., New York, has repackaged its "Maderas de Oriente" powder in a handsome new container

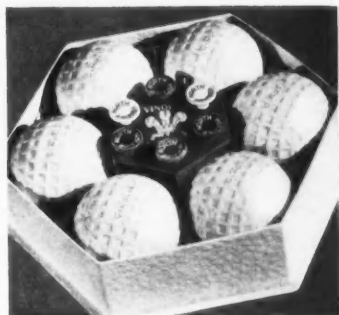
whose decorative motif carries out the theme of the trade name. On the cover of the box, in soft blue and white, is depicted a scene of a quiet evening in the Orient, with a crescent moon high in the sky above.

### A Novel British Product

A novelty of the month in London, England, is the Vinolia Co.'s soap golf ball pack. This contains six soap

golf balls—perfect replicas—and six actual tees. The lid of the box, which is hexagonal in shape and is pasteboard, is of transparent cellophane so that the contents can be displayed without

exposure to the atmosphere. The box is covered with a white imitation leather.



### Campana's Handsome New Package

Selected from among more than 100 designs, the new package adopted for "Campana's Italian Balm," manufactured by the Campana Corp., Batavia, Ill., is an excellent example of harmonious blending of colors and beauty of design. The carton is a bluish green, with a

black center square carrying the name "Campana's Italian Balm." A descriptive line is in small letters at the bottom. The bottle is modernistically simple and dignified. Its graceful lines are followed in the label, which is black and green. The closure is a bluish green shade matching the base color of the label.



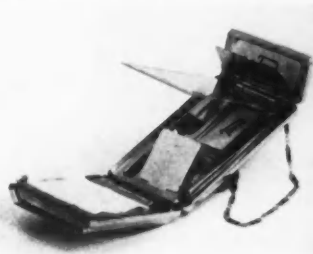
### Beauty in Bath Crystal Containers

A black and white illustration as the above does not do justice to the beautiful coloring of these bath crystal containers produced by Bronnley's, London, England. The vases are made of colored English pottery ware, and serve a decorative as well as utilitarian service. They are available in green, blue, red and tango colors.

### The "Terri-Deb"

A miniature dressing table might describe the new "Terri-Deb" vanity, a product of the Terri Cosmetics Corp., New York. The new vanity is ingeniously fitted with every

important beauty accessory, and is available in rhodium plate of several color combinations and sterling silver.



### Ruth D. Mauer's Attractive Line

The handsome line of the Ruth D. Mauer Corp., New York, has been further enhanced by new closures and the restyling of several of these treatment line items. The body color of the jars is a robin's egg blue, while the new closures are blue, rimmed with a lustrous gold colored metal. The powder box, which has been redesigned, is outstanding, having a blue glass top and a body of the gold-like metal. On each item appears the familiar emblem of Ruth D. Mauer, a striking elephant's head.



### New British Perfumery Packages

Among new and effective packages noted in London is that adopted for J. Grossmith & Son's series of face powders—"Shem-el-Nessim," "Tsang-Ihang," and "Phul-Nana." The "Shem-el-Nessim" box is designed in pink, green, silver and blue; the "Tsang-Ihang" in primrose, violet, orange and black, and the "Phul-Nana" in red, primrose and blue. A novel-shaped display case has been chosen for holding the individual packs, being deep at the back and shallow in front, thus enabling the packs to be easily seen when displayed.

### A Practical Bottle-Atomizer

Joubert Cie, Inc., New York, has introduced its "Blue Waltz" perfume packaged in a dignified glass bottle equipped with an atomizer top. The bottle itself is



simple in design, with a label of blue, gold and black containing the Joubert trade mark of a woman's head. The atomizer consists simply of a bulb and a long tube which extends clear down to the bottom of the bottle. The atomizer top is of a molded plastic material, and replaces the original cap when the atomizer is to be placed in use. The original closure also is of a molded material and blue in

color, carrying out the color scheme of the label.

### New London Soap Novelties for Travellers

European travellers have welcomed the invention of a cream soap in a tube. The soap has many of the virtues of cold cream, but is distinctly a soap. It lathers in hard, soft and even in sea water. A little is squeezed on to the hands, and the tube can be slipped into the handbag.

Instead of bath soap for long journeys, one London toilet specialist sends her clients boxes of half a dozen gloves of Turkish towelling fabric. These are impregnated with powdered soap, and need simply be dipped in water and one hand rubbed against the other.

### Potter & Moore's New Lipstick

Potter & Moore, Ltd., whose packs have revealed a steady improvement during the past few months, has announced three new lines, the most attractive being a novel self-tinting lipstick, available in blond and brun. The self-tinting principle enables the natural moisture of the lips to revive and fortify the color.

### Wholesale Price Is Tax Basis

WASHINGTON, Sept. 17.—A new interpretation of the manufacturers' excise tax by the Bureau of Internal Revenue has resulted in the practice of virtually permitting manufacturers affected by the tax, particularly those dealing with toiletries, to compete with others on what would appear to be somewhat more than equal terms.

This is the ruling permitting sales at retail by manufacturers who also do a wholesale business to be taxed on the basis of wholesale prices: i. e. sales at retail thus actually being taxed less than 10 per cent of the gross receipts.

### Examples Cited

The following examples brought the responses given after them:

*Example No. 1:* A manufacturer sells a greater proportion of his goods at wholesale, but has an occasional transaction at retail. Is the tax computed on the wholesale price, or is part of it computed on the retail price?

The reply is simply "on the wholesale price." This obviously means that the occasional retail transactions with their larger prices and presumably larger profits represent so much extra profit to the manufacturer who can find a retail market.

*Example No. 2:* A manufacturer sells the bulk of his goods to retailers, but has an occasional transaction at a lower price with wholesalers. On what price or prices is the tax computed?

Again the reply is flatly "on the wholesale price," meaning in this case the lowest price received by the manufacturer. In amplification of this reply, it is explained that wherever a manufacturer, through regular sales at wholesale regardless of the proportion that these are to his total output, sets up a basic wholesale price, his tax is assessed on that basis. *It is not without the realm of probability that a manufacturer heretofore catering exclusively to the retail trade might not set up small wholesale distribution and thereby guarantee himself a tax saving, for if his business were wholly retail, the retail price then would become the tax basis for his business.*

*Example No. 3:* A manufacturer sells to wholesalers, to retailers and to the general public by means of canvassors or demonstrators, reasonably equal proportions of his output being sold in each of these three ways. On what price or prices does he compute his tax?

Again the answer is "on the wholesale price."

All of these examples only serve to emphasize a single exception to the rule, for the ruling reported in the July issue of THE AMERICAN PERFUMER still holds regarding wholesale prices, as do the other rulings regarding "free goods," compacts and similar inquiries.

In fact, it again is emphasized by the Bureau that where there are two or more wholesale prices by manufacturers who themselves do not conduct any retail business, the tax is computed on the basis of actual receipts.

# Drop in Toilet Goods Exports

*Decreases Due to Greater Activity of Foreign*

*Manufacturers but Retaliatory*

*Tariffs Are Factor*

WASHINGTON, Sept. 8.—Retaliatory tariff increases in foreign countries are inferentially blamed partially for heavy decreases in exports of toilet articles from the United States in the first half of 1932 compared with the same period in 1931, in a survey compiled by the Chemical Division of the Department of Commerce.

Exports of toilet soaps and preparations, perfumes, etc., in the period of Jan. 1 to June 30, 1932, totalled \$3,318,000, compared with exports of \$5,026,000 in the same period in 1931, or a drop of almost \$2,000,000.

"However much the modern consumer has come to regard toilet preparations as essential to personal cleanliness and health," says a report of the survey, "the tendency persists to count imported toiletries among those 'luxuries' which in a period of stringency are dispensable. Wherever measures, therefore, have been taken to curtail imports by increased tariffs, quotas, contingents or exchange control—either to encourage domestic production or correct adverse trade balances—toilet requisites usually have been included.

"There is no surprise, therefore, in reduced exports of these commodities from the United States. The surprise is rather in the stubborn persistence this trade shows under difficulties. Two types are holding on the best: Those quality trade-marked articles consistently and persistently backed by advertising, which have attached to themselves a loyal clientele, and the very cheap lines which compete mainly in price. The race is severe for products which have neither advertising nor price backing."

## Greater Foreign Activity

Although not backing the conclusion with definite statistics, the report ascribes a part of the loss of American toiletry exports to enhanced activity by foreign manufacturers, stating that "reports are current that an increasing number of firms have gone into manufacturing since then (1929)." It also is pointed out that the drop in value of exports is not a fair measure to apply to quantities of exports.

"All types of toiletries have shared in the decline in this trade," the report adds. "Those recording less than the average drop in the first half of 1932 were hair and manicuring preparations, dentifrices, perfumery and toilet waters, medicated and toilet soaps and toilet powders. The weakest lines were depilatories, deodorants, creams and cosmetics and shaving soaps. Toilet soaps and dentifrices, for which volume as well as value of exports is recorded, registered a decline of 24 and 29 per cent, respectively, in value, but their volume was off only 17 and 19 per cent."

## Value of Exports

Exports of all types of toilet soaps and preparations by value for the comparative periods of 1931 and 1932,

the 1932 figures being preliminary ones, are given as follows:

	<i>First Six Months of</i>	
	1931	1932
<b>Soaps:</b>		
Medicated .....	\$174,000	\$116,000
Toilet or fancy .....	729,000	551,000
Shaving .....	230,000	132,000
Dentifrices .....	1,149,000	819,000
Toilet powders .....	695,000	452,000
Creams and lotions .....	712,000	326,000
Rouges, lipsticks and other cosmetics .....	329,000	149,000
Manicuring preparations ..	131,000	95,000
Depilatories and deodorants	233,000	38,000
Hair preparations .....	254,000	229,000
Perfumery and toilet waters	104,000	82,000
Other toilet preparations..	286,000	149,000
<b>Totals .....</b>	<b>\$5,026,000</b>	<b>\$3,318,000</b>

An analysis of these figures by the Department includes the following pithy conclusions:

"American noncontiguous territories and the Far East stand way ahead of all other foreign marketing areas for these products. Judged by their record in the first half of 1932, Alaska, Hawaii and Puerto Rico are keeping close to their 1931 purchases and buying almost as much as all the other countries on the American continent. In the Far East, the Philippine Islands and British India account for over half of the business. British Malaya and British Oceania even went ahead of their 1931 first-half-year purchases. Japan and China dropped behind but are still to be found among the dozen largest markets.

## Good Showing in Some Markets

"Eliminate the United Kingdom from the European market and the rest of the area makes a fair showing. Czechoslovakia, Spain and Italy all bought more in the first six months of 1932 than in the same period in 1931. In past years, roughly two-thirds of the European trade went to the United Kingdom. Sales of all soaps and toiletries amounting to \$1,055,000 in the first half of 1931 shrank, with the depreciated pound sterling and greatly increased duties, to \$137,000 in the first six months of 1932. The Union of South Africa rates as sixth best toiletry market, despite a falling off from its excellent 1931 record. In Latin America increased soap and toiletry purchases were made in the January-June, 1932, period by Honduras, British Honduras and the Netherland West Indies. Venezuela also kept pace with its 1931 figure."

The best markets for various toilet products this year are tabulated as follows:

Medicated soaps—British India and Venezuela.

Toilet or fancy soaps—Hawaii, Philippine Islands.  
 Shaving creams—Canada, South Africa.  
 Dental creams and talcum powders—Philippine Islands, British India.  
 Face powders—Puerto Rico, Hawaii.  
 Face creams—Hawaii, Canada.  
 Rouges, lipsticks and other cosmetics—Canada, United Kingdom.  
 Manicuring preparations—Canada, South Africa.  
 Depilatories and deodorants—Canada, South Africa.  
 Hair preparations—Philippine Islands, Hawaii.  
 Perfumes and toilet waters—Hawaii, Puerto Rico.

#### Exports Listed by Countries

Exports by various countries also are tabulated in this report, but these figures are not exactly comparable with the exports figures by value of specific products, for the Department found it impossible to separate toilet and medicated soaps from common soaps. This tabulation follows:

Exported to	First Six Months of	
	1931	1932
Europe .....	\$1,690,000	\$500,000
Canada .....	848,000	534,000
Central America .....	467,000	354,000
Caribbean area and Newfoundland .....	527,000	301,000
Asia .....	1,605,000	1,128,000
Oceania .....	83,000	41,000
Africa .....	234,000	179,000
Alaska, Hawaii, Puerto Rico .....	1,575,000	1,352,000
Totals .....	\$7,493,000	\$4,630,000

#### F. E. M. A. Bulletin Notes Tax Extension

The Flavoring Extract Manufacturers' Association has recently issued a bulletin to its membership calling attention to the fact that manufacturers of soft drinks have been granted another extension for registering under the Revenue Act of 1932. The time has been extended to Oct. 1, when those within the scope of the Act must make application for registry to their local Collector of Internal Revenue. Originally the regulations required registration by July 1, and then it was extended to August 1.

The bulletin also states that a number of important questions pertaining to application of the soft drink tax on products manufactured by members of the association are pending in Washington, and as soon as official rulings are released the members will be advised.

#### Petition on Pure Clove-Oil Vanillin

No. 20608, by Thompson-Hayward Chemical Co., Kansas City. This petition is for remission of additional duties on an importation of pure clove-oil vanillin.

Opinion by Justice McClelland. Apparently there was no question of the correctness of the entered value insofar as it related to the foreign market value, but it developed that the involved merchandise was competitive with a similar American product and therefore became subject to appraisement on the basis of the American selling price. Being satisfied that the entry was without intent to defraud the Government, the court granted the petition.

## Flavor Production Shows Decline

WASHINGTON, Sept. 15.—The flavoring syrup and flavoring extract industries declined both in volume and in value between 1929 and 1931, it was shown in a report on the 1931 census of this type of business prepared by the Bureau of the Census of the Department of Commerce.

The decline was reported at 14 per cent for the two-year period, sales of these products in 1929 having been \$143,032,402, compared with production of an estimated value of \$122,705,000 in 1931. However, many of the figures for 1931 are preliminary or based on estimates. Of the total 1931 production, the report stated, \$19,582,000 consisted of flavoring products manufactured as secondary items by factories engaged primarily in other lines.

The principal products contributing to the 1931 business were flavoring syrups, 35,677,000 gallons valued at \$46,023,000; malt extracts and malt syrups, 399,075,000 pounds valued at \$31,926,000, and flavoring extracts, 4,115,000 gallons valued at \$26,213,000.

Incidentally a comparison generally of declines in volume and declines in gross return on various items indicated comparatively small drops in value of these products although the gross returns were smaller.

For instance, the 1931 figure on flavoring syrups were compared with production of 38,681,120 gallons in 1929, when this business yielded manufacturers \$50,597,118. Prices of flavoring extracts were hit rather harder, according to this report, as \$35,564,671 were realized on the 1929 production of 4,850,099 gallons.

The number of establishments engaged in this industry declined from 642 in 1929 to 590 in 1931, a drop of 8.1 per cent, but employment was maintained at a higher ratio, the number of wage earners reported declining only 2.5 per cent, from 5,041 to 4,916.

On the basis of the figures made public by the Census Bureau, the industry appears to have more than held its own in comparison with business in general, for the value added by manufacture, or the gross return estimated from production in 1931 actually was greater in proportion than that in 1929.

In 1929 this industry paid \$55,517,926 for materials, containers, fuel and like items, and added \$73,568,311 to the value of its products through the manufacturing processes. In 1931 the cost of materials declined \$10,000,000 to \$45,556,425, to which was added by manufacture a value of \$65,969,509. Thus, while its material cost declined \$10,000,000 during the two-year period, the value added to raw materials by manufacture shrank only about \$7,500,000.

#### A. C. S. Presents Medal to Parsons

Dr. Charles L. Parsons, of Washington, who, as reported in the April issue of this journal, was awarded the Priestly Medal by the American Chemical Society at its Spring meeting in New Orleans, was presented with the medal during the meeting of the society in Denver, Colo., August 22 to 26. Dr. Parsons has been secretary of the organization for 25 years and its business manager since 1931. The \$1,000 prize for the "most promising young chemist in North America under 30 years of age" was bestowed upon Dr. Oscar K. Rice of Harvard University.

# Your Package and Advertising

## Teamwork Between Product and Publicity

### Most Effective if Properly Handled

by Ruth Hooper Larison

THE daily increasing importance of packaging and styling merchandise demands a new prospective from which to view the money spent on promotion and advertising of the product. According to the industrial field in which the product belongs and tempered by the utility or beauty appeal of it, there exists a close relationship between advertising and packaging.

Since this ratio can be definitely established, it is possible to say that inappropriate or, at least, negative packaging, discounts the sales appeal anywhere from one one-hundredth per cent up to perhaps as much as 40 per cent. We can arrive at this conclusion by looking backward and comparing present sales of the product with sales before repackaging. I doubt if an increase in sales should ever be credited exclusively to repackaging, because the foundation of a good repackaging operation is so closely tied with a good product, having reasonably good distribution, priced right and in demand. The repackaging may be more than just a change of dress or something besides merely bringing it "up-to-date." Some of the old and actually ugly looking packages I believe still have stronger eye appeal than insipid and often decadent up-to-date packages. The repackaging band wagon isn't going to get anywhere in particular if every one who jumps aboard is only there for the ride!

Often there is a practical improvement in the utility value of the new package which is equally responsible with the eye appeal for the increased volume of sales. There is also room for credit where the product itself has been improved or where the new size adopted is better suited to the purchasing habits of the consumer. However, all these points rightly belong under the general heading of repackaging and should be looked into carefully before merely putting a new dress on the product. I like to call these minor points "washing behind the ears," because at first glance they do not always present themselves. A little close study often reveals that the overhauling a package has received didn't turn out to be a very thorough job after all, because somebody forgot to "wash behind the ears."

Let the repackaging job extend from an analysis of the past history of the product, its sales and customer acceptance up through all the constructive improvements that can be achieved both in the product and the package. From this point on the package designer or engineer hands the job over to the advertising manager and advertising agency with his blessing and God-speed. When he looks back at it two, five or ten years from now, will he be able to say that they carried on from where he left off?

Since the product is the reason for the advertising, then the package in its entirety is doing one of four things to the advertising of it: setting the pace, har-

monizing with it, doing its own job independent of advertising, or nullifying anywhere from two to fifty per cent of the potential power of the advertising. If the package is thoroughly appropriate to the product and includes eye appeal and practicability, it has good reason to set the pace for the advertising. Every advertisement of this style might be termed "an incident from the private diary of the product," because such advertising is actually telling about the product, giving the customer a sense of knowing it before

buying. It is a get-acquainted process, and naturally can create the desire to buy.

In the *Saturday Evening Post*, where advertisers pay for space in as much as five figures, national brands think enough of their products to illustrate them often as was done in a recent issue: the only double spread in the issue carried an illustration of the product; 20 full page advertisements out of 24 carried products illustrated; seven half-page advertisements out of eight and three quarter-page ads out of five included illustrations of the product. The exceptions were mainly where a service was advertised and only one full page, advertising a beverage product, stood out as an actual exception.

In a recent issue of *Good Housekeeping* 26 full-page advertisements carry illustrations of products and five do not, of which one sells service. Twelve two-column advertisements illustrate the product, four do not, of which two sell service. Sixteen column advertisements illustrate the product and two do not. To sum up, we find national advertisers in both the *Saturday Evening Post* and *Good Housekeeping* illustrate the product so frequently that when it is not portrayed it practically becomes an exception to a fundamental advertising policy. Thus we see that the previously mentioned relationship which the product in its package bears to advertising is worthy of further analysis. And upon that basis the repackaged product or new product takes on increasing importance from the advertiser's point of view.

Ten and even five years ago when the manufacturer ordered an advertising campaign, the agency accepted the packaged product as one of the conditions of the campaign and proceeded to build up the approach around it, or, in many cases, in spite of it. In those days a manufacturer resented anyone "tampering" with his package, which the dear old founder (these 50 years in his grave) had so thoughtfully designed. Today the advertising agency considers it a duty to recommend



revision of package where it is necessary. Some agencies have gone so far as to organize package design departments while others inform themselves of available packaging experts and recommend the service to the advertiser. The advertising agency which today lets a manufacturer go sublimely on with a poor package without at least remonstrating is not servicing the advertiser to the agency's full capacity.

The last two years have brought about another form of discounting of a package in the form of price cutting. The heavy emphasis on price competition in advertising is leaving little room for the individuality of products which, after all, is the main reason why Mrs. Consumer prefers product A rather than product B. This disproportionate emphasis on low price on nationally advertised products has created a destructive atmosphere which advertisers will have to set about overcoming. It is true that many shrewd advertisers never indulged in the practice, and they will have no rebuilding to do in the days to come. Consumers have wanted and will doubtless continue to want low price, but it must include quality. In other words they must be sold the idea that the normal price is low because it includes quality and not sold the product merely because the price is low. Emphasis must go back to quality and individuality with value dramatized.

The importance of this price cutting angle when analyzing the relation between product and advertising is deeper rooted than appears on the surface. I believe there may be instances where it will be necessary to repackage a product and perhaps even rename it in order to stage the come-back from price cutting to normal prices because the product in its present dress has so depreciated in the eyes of the consumer.

If you are a manufacturer, ask yourself these questions and answer them as impersonally as though it were someone's else problem rather than your own: Does your advertising justify your packaged product? Are your packages of the same calibre as your advertising? Are you capitalizing on your packages in your advertising, or are your packages discounting and handicapping your advertising?

This relationship between packaged product and advertising, I believe, warrants careful consideration by every manufacturer whether an advertiser or not. If he is not advertising, then his problem of distribution and sales is an even harder one, for in his case the packaged product must do everything.

The introduction of the new product or repackaged item for the non-advertiser is an extremely vital one. But for the advertiser it offers additional possibilities of publicity and promotion, because he has something new to talk about in his advertising. He can "lionize" his new package, honestly, sincerely, but effectively.

In 1930, the Ingram shaving cream advertising campaign was based on the entry into the market of an additional package in tube form. Research conducted in 1928 disclosed that a sufficient number of people complained of the unhandiness of the jar even though the jar was a good seller and favored by many others. Rather than eliminate the jar entirely and replace it with a tube, the additional tube package was introduced late in 1929 after the jar formula had been adjusted to packing in a tube. Sales in 1930 increased 24 per cent during the advertising campaign.

## The battle of the Tube vs. Jar is going great guns

Opinions differ... Judgments clash in the \$5,000.00 Contest



"The jar will win," predicts J. L. Warner, Assistant Treasurer.

In spite of statistics and opinions the battle has just begun. The jar has been in the market for years. It is well known to everybody. The jar is well established. The jar is well established. The jar is well established.



But Win M. Springer, Chief Chemist and Director of Research, supports the tube.

Most people agree that the jar has been in the market for years. It is well known to everybody. The jar is well established. The jar is well established. The jar is well established.

INGRAM'S \$5,000.00 contest is as simple to enter as free from red tape and bother—in an Ingram there is no. No designs to write. No complicated rules to worry with. Here's the proposition. Shortly before January 1st, Ingram's was placed on the market for the first time in a tube as well as a jar. Users now have their choice! The Director of Research thinks the tube will stand off the jar—but, as the Assistant Treasurer points out, the jar introduced Ingram's. And most people agree like it. In five years, with very little advertising, the jar has made Ingram's one of the largest sellers of all shaving creams in the world.

Here are Ingram's sales for the last four years:

1926	251,140 Jars
1927	1,148,626 Jars
1928	1,982,626 Jars
1929	1,992,036 Jars

Now—with a new Ingram tube for men who prefer it. Ingram sales will climb still higher. They've already had a big increase! But which will appeal to most men? The jar? The tube? That's the question we want you to decide.

Consider the relative advantages of the tube and jar. Their same, in 25 words or less, has specified the new tube will "go over"—how it will sell in comparison with the famous old jar and what effect it will have upon the established sales of the jar. Prove, if you like, just how many tubes will be sold. Name new, better and ways of increasing our sales. Your prediction will be the factor that counts in winning the prize.

For the best opinion, we'll give \$5,000.00 in cash prize as follows:

First prize	\$1,000.00
Second prize	\$500.00
Third prize	\$250.00
Next 245 prizes	each \$10.00

How can you win? Write Ingram's. It's the best of all self-shaving creams. Because of three special coatings and nothing but Ingram's softness and smoothness, the skin while you shave. You can get rid of the tube in the jar from your dresser. Or we'll send you a full-size supply of our Ingram shaving cream receipt of the contest. But, whether you are Ingram's or not, enter the contest today!



**INGRAM'S**  
Shaving Cream

which was carried on in national magazines. Today it is significant to record that the sales of the tube are heavier than those of the jar. Although we are probably all familiar with the campaign conducted two years ago, it remains in my memory as one of the soundest and most outstanding because it so beautifully capitalized the new package in a readable, desire-creating way.

Five thousand dollars were offered in cash prizes for the best opinions on the choice of the tube or the jar. The jar and tube were personalized as prize fighters in the ring, and the bout was on! Then came the various opinions of company officials setting the pace for the opinions to be received by the public. Two points of view were given in each advertisement, one in favor of the jar and the other for the tube. Throughout this chuckling, rollicking campaign reader interest was maintained and familiarity with the appearance of both packages established.

There are many different ways to dramatize a package as there are packages to be advertised, and while the charm of this campaign is due largely to its uniqueness, there is always room for the development of equally expressive advertising approaches for other products. So why not capitalize the product in the advertising and, if necessary, institute improvements in both product and package (if now lacking) to give the advertising something to talk about which is truly expressive and appropriate to the product.

### Proposed Pharmacopoeial Changes

The committee on scope of the revision committee of the U. S. Pharmacopoeia has just announced a list of the products which are proposed to be deleted from the new U. S. P. XI as well as a list of products not heretofore recognized which are proposed to be admitted. The latter list contains no products of special interest to our industries, but the list of proposed deletions includes several. They are: *benzaldehyde*, *oleoresin capsicum*, and *oils of cajuput, caraway and croton*.

This preliminary list has been published with a view to securing the reactions of physicians, pharmacists and others interested in the proposals. Concrete and definite suggestions will be welcomed by the committee. They should be sent to Dr. E. Fullerton Cook, chairman of the general revision committee, at the Philadelphia College of Pharmacy and Science, Philadelphia, Pa. Dr. Cook will bring all suggestions to the attention of the sub-committee which will give them careful consideration.

### Food and Drug Tests in North Dakota

Tests conducted by the Food and Drug Department of the state of North Dakota during 1931 showed in general a high standard of drug products but a rather poor showing by manufacturers of flavoring extracts. Peroxide of hydrogen showed one substandard sample out of five tested; zinc oxide one inferior in four; miscellaneous items, six inferior in ten; while zinc stearate and liquid soap made perfect records in five and six tests respectively. Flavors showed tests of 24 samples of which 16 were inferior in quality, short packed or in violation of the law in other respects.

### Toilet Goods in Drug Chain

WASHINGTON, Sept. 8.—Perfumes and toilet articles account for between one-tenth and one-fifth of the sales of chain drug stores, it is shown in a report just compiled on the basis of studies by the Bureau of the Census.

This report is more or less out of date and was so even before publication, as it is based on figures gathered in 1930 on the basis of business done during 1929, but while the sales volumes are not indicative of present business due to changing conditions, the comparative factors presumably still hold good.

Two principal types of chain drug stores are analyzed in studies of the 249 drug chains operating in 1929, embracing 3,513 stores with sales in that year totalling \$312,000,000. These principal divisions are those stores operating soda fountains and those without soda fountains.

Of the total of 249 chains, 169 operated stores with soda fountains and these did a total business of \$288,680,797, of which 10.38 per cent was ascribed to toilet articles and preparations. These toiletry departments were outstripped in sales by the soda fountains, the cigar counters and the drug departments. The eighty chains which did not operate fountains accounted for sales of \$23,620,924 of which 22.88 per cent included toiletries.

Thus roughly some \$33,000,000 worth of toilet preparations were sold by chain drug stores in 1929.

### Coty Injunction Against Libby's

Judge Marcus B. Campbell has granted Coty, Inc., New York, a permanent injunction against Libby's Cut Rate Perfume Shop, 910A Flatbush avenue, Brooklyn, N. Y. Coty's suit, heard in U. S. District Court, Eastern District of New York, set forth that this shop, owned by Lube Rubin and Jacob Rubin, had broken up special combination packages consisting of a regular size box of Coty face powder and a special sample bottle of Coty perfume, offered at the price of the face powder alone as a special value and sold the items separately, even though the perfume flacon was marked "Sample. Not to be Sold." Evidence was also offered that the defendants had slandered Coty face powder, maliciously misrepresenting that it contained lead and was injurious to the skin.

Complete relief from these offenses was secured under the dictates of the permanent injunction which restrains Libby's Cut Rate Perfume Shop from. . .

"(a) Making statements that plaintiff's products contain lead, or other injurious products or injure the skin and pores, and from making any other false statements concerning plaintiff's business and the character of the products and of the business of the defendant corporation in the sale of competing face powders.

"(b) From either breaking open and/or selling plaintiff's combination package unless said combination package contains plaintiff's face powder and perfume flacon together with its original content."

Coty waived an accounting and received from the defendants a substantial sum of money by way of settlement for damages suffered.

# Editorials

## The American Perfumer

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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September, 1932

### Taxes, Prices and Profits

WHEN the cosmetic tax went into effect there seemed to be few mitigating circumstances to compensate for the great burden placed on the industry. One of the few rays of hope which came through the almost universal feeling of gloom was the possibility that the addition of a ten per cent tax with its corresponding effect upon prices might bring some degree of stability in the latter. *It seemed possible to many and probable to some that the cut price situation might be improved materially and some factors of uneconomic distribution be eliminated through the effect of the tax upon the price structure.*

At the outset, such was the case, and for a brief period the activities of the manufacturers and many of the retailers moved along more favorable lines. Then what some had feared began to be in evidence. Competition, perhaps keener at just that period than ever, began to affect the improving situation. *Many manufacturers could not stand the strain.* They sought measures which would save their faces and at the same time permit them to cut under competition and seize what appeared to be benefits at the expense of their competitors.

Among the many methods adopted were straight absorption of the tax in a few instances, and splitting the burden with the wholesalers and retailer in many more. But of even greater effect and perhaps less defensible that these open methods were numerous indirect ones. Some shipped free goods in the amount of the tax; others billed additional merchandise; many revised price lists in such a way that the tax seemed to be but was not

actually passed on. It is hardly necessary to describe and discuss all the measures taken. Instead of stabilizing the price situation, the activities of manufacturers after the passage of the tax bill made it even more unsatisfactory and chaotic.

It is obvious that present selling prices must include the tax in one form or another, and with the tax an adequate profit to the manufacturer. Possibly all of these recently developed systems of handling prices may do just that, but it is highly improbable. Perhaps in some instances the margin of profit may have to be reduced, but a computation of prices merely on the basis of "getting the business" and without due thought to profit can lead to no good.

It is evident that a certain type of manufacturer is unable or unwilling to work along these sound economic lines. Producers of this type will continue to cut prices or sell below actual cost, regardless of the competitive efforts of more stable houses. *Why then should the legitimate manufacturer allow himself to be led astray by this group? Those working along unsound and uneconomic lines will eliminate themselves.* They cannot continue in business without profits.

It is admitted that the legitimate producer will encounter difficulties while this process of elimination is going on. He will lose some business. He will be threatened with the loss of still more. He will undoubtedly be tempted to adopt many expedients such as undue discounts, unusual terms of credit and possibly even some sacrifice in the quality of his products. He may think that he will be able to stand the strain of selling below cost longer than the other fellow, and attempt to beat him at his own game.

*If he adopts these methods, he is treading a very dangerous path. When the industry as a whole begins to believe that it can continue without profits, it is well on the road to a disaster which will leave the field to those who possess enough foresight and courage to work along economic lines for eventual benefit, regardless of temporary difficulties.*

**Is it not possible for this industry to work together and establish a sound policy of price-**

## OUR ADVERTISERS

### THE BRIDGEPORT METAL GOODS MFG. CO.

Bridgeport, Conn.

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW,  
432 Fourth Ave., New York City.

#### GENTLEMEN:

We have advertised in your magazine for several years and the results have been very gratifying to us.

It is pleasing to note that your publication keeps abreast with the times, and is always very interesting and instructive to read.

We consider the same a very fine publication.

Yours very truly,

THE BRIDGEPORT METAL GOODS MFG. Co.,

A. H. MOORE, Secretary.

ing? Agreed prices are unnecessary as well as illegal, but *an economic system of pricing* through which each manufacturer could work out his own basis covering all costs and taxes and leaving a sensible margin of profit *would seem to be the only way out* of the present unsatisfactory situation. Some industries have adopted such a system with great benefit to themselves, their retail trade and the public. The toilet preparations industry should not delay taking such a step, for there is scarcely a business which stands in greater need of prompt and energetic action.

### The Buying Moment of a Generation

IT has been pointed out frequently in these columns that present costs of raw materials and supplies for the toilet preparations industry are the lowest ever witnessed by the trade. It has been urged that these exceptional prices afforded a buying opportunity which may never again be equalled. A few of the more foresighted manufacturers have taken advantage of this fact, and some good sized orders have been placed for non-perishable goods by makers of toilet preparations and flavors as well.

*There is presented by this situation a merchandising opportunity of rare promise to the manufacturer who has the vision and courage to undertake it.* On account of the low prices of perfume materials and especially of natural floral products, high quality products are now available at levels lower than those at which goods of doubtful quality were formerly offered. There is no longer any excuse for not improving perfumes and other preparations by the use of quality raw materials, and there is but little excuse for not creating, or at least attempting, new products of high excellence.

For years, we have urged an **American per-**

**fume leader**, an odor built on **quality and not price** and combining the finest in raw materials with the best skill of American perfumers. **What time more suitable for the creation of such a product than the present** when the finest of natural and artificial raw materials can be had at a fraction of their former cost?

Perhaps some house is working on this problem now, and will be ready to present its creation in time to reap the advantage of the improvement in business. *Perhaps not all the energies and brains of the industry are engaged in the production of stop-gap lines of cheap merchandise, desirable as the latter may be during a period of stress.* **This may not be the moment for merchandising really fine lines, but there was never such a time for their creation.** We commend the idea to the progressive manufacturers who can see beyond the depression a sounder and finer industry in the future.

### Thinking in Terms of Bargains

IT has been gratifying in many ways to note how the toilet preparations industry has faced and solved the peculiar problems encountered during the last three years. The readjustments it has made and the steps it has taken to combat conditions unfavorable to its continued expansion have been stimulating and encouraging. *It is possible, however, for some trends to be carried too far in an anxiety to outface conditions which have compelled their adoption.*

One of the most important of these is the matter of sales prices. The trend toward lower levels has been commented upon in articles and editorials several times during the last three years. In principle, it has been not only a necessary but a very desirable development. But it has begun to show signs of getting out of hand and running away with, what may be, disastrous effects. **Manufacturers have begun in some instances to think only in terms of bargains and to present their wares in such a way that they can fall only in the "bargain" class.**

We know, of course, that the public is looking now more than usual for sound values at reasonable prices, but we do not believe that the public has gone "bargain mad," a condition which some manufacturers and some dealers have nearly reached. But even if the public were in that state, it would be all the more reason why the manufacturers and dealers should keep their feet on the ground and refuse to be stampeded into unsound and unsafe merchandising and manufacturing policies.

**Business cannot be built on products in which sound value and quality are sacrificed to price.** Toilet preparations, to be successful, must be compounded of satisfactory materials, packed in containers which do a little more than an-

swer the purpose, and priced at levels at which the manufacturer and his distributors can make a reasonable profit. If profits are sacrificed, there is nothing in the business, *but far more serious is a sacrifice of quality in product or in package. It kills not only profit, but goodwill, standing and reputation for manufacturer and dealer, and destroys the foundations on which the progress of the industry has been erected.*

It is perfectly true that the activities of some of the retail outlets in pushing "store brands" of more or less doubtful quality at cut prices bring a certain pressure to bear upon the legitimate manufacturer of branded goods. But it is likewise true that these preparations must fall of their own weight if they are not

of sound quality and are sold below reasonably profitable levels. Their competition may be annoying, but it will not be permanently troublesome. They afford an excuse, but not a reason for cutting prices and sacrificing quality to expediency.

Manufacturers should remember that this depression will not last forever, that normal spending habits will return one day and that *soundness of methods now will bring ample rewards when the day brightens.* This is a time when it is easy to fall into fallacious expediency, but the *wise* manufacturer, whatever he may do to weather the storm, **will not permit his merchandise to suffer in an effort to provide a product, cheap in quality as well as in price.**

### Owl vs. Drug, Inc., Litigation Settled

**I**N a decision handed down recently, Superior Judge Hahn, of Los Angeles, approved a petition to compromise the suit brought by W. W. Hindman on behalf of the Owl Drug Co., against Drug, Inc., United Drug Co. and Louis K. Liggett Co. The Judge, in handing down his decision, completely exonerated the officers of the corporations involved in the suit of any wrongful acts or unlawful intent. The court declared that the settlement is entirely fair and beneficial to Owl drug and its preferred stockholders.

A charge had been made by Mr. Hindman that Drug, Inc., had obtained the common stock of the Owl Drug Co. for the purpose of acquiring and ruining the manufacturing drug business of Owl. After institution of the suit brought by Mr. Hindman, United Drug made an offer to the preferred stockholders of Owl Drug to exchange one share of Drug, Inc., common for two and one-half shares of Owl preferred and to cancel an indebtedness of \$500,000 covering goods sold to Owl by United Drug. This offer was made as a business proposition, it was stated, to avoid the expense and time necessary to the trial, it being especially stipulated that the offer of settlement contained no admission of any wrongful act upon the part of Drug, Inc., or any of its subsidiaries. The decision of the court, after a complete hearing, fully sustains the contention of Drug, Inc.

The Court further commented that the present financial position of Owl and its failure to pay preferred dividends have been due entirely to the business depression that has prevailed for the past two and one-half years. In connection with the exchange offer, it was stated that there are now deposited in escrow for exchange approximately 43,000 shares of Owl preferred stock which, it is understood, United Drug intends to "take up." The settlement agreement provided, however, that the offer of United Drug should remain open for 30 days after the entry of the decree, during which time any preferred stockholders may still avail themselves of the offer to exchange their preferred stock for Drug, Inc., common. In financial circles it is supposed that this offer will be taken advantage of. It is understood that the officers of Drug, Inc., do not intend to extend the time limit beyond that specified in the settlement agreement.

### N. W. D. A. Holds Successful Meeting

**O**NE of the most successful conventions in the history of the National Wholesale Druggists' Association was in prospect as members of the organization from various parts of the country assembled in the Greenbrier hotel, White Sulphur Springs, W. Va., September 18, for the fifty-eighth annual meeting of the association which took place on the four days following. The business program was devoted largely to discussions of various trade problems and reports of committees which have been active during the year, interspersed with addresses by prominent speakers. The entertainment program, featured by the annual golf tournament, left nothing to be desired.

One of the features of the convention was a round table discussion by wholesalers and manufacturers of the distribution of nationally and non-nationally advertised products. Several points were brought to light which should aid in clearing up some of the difficulties which members of the trade have been experiencing. Another highlight of the meeting was supplied by Robert L. Lund, Wroe Alderson, John R. Bromwell, Turner Jones and J. M. Drescher who presented a complete report of the results of the National Drug Store Survey to date. Among the speakers were Merle Thorpe, editor of *Nation's Business*, and H. J. Ostlund, director of the N. W. D. A. Statistical Division.

New officers of the association were scheduled to be elected on September 22. A list of these, together with a more complete account of the convention, will appear in the October number.

### Affiliated Drug Stores Meeting

The semi-annual convention of the Affiliated Drug Stores, an organization with a membership of 34 chains and 508 stores, was held at the Waldorf-Astoria hotel, New York, September 12 and 13 with a large attendance. Sessions were held twice a day on both days at which current problems of the trade were discussed. New products, principally novelties, were on display in the meeting rooms. In the toilet preparations field, products displayed to the members included Mennen's "Brushless Shaving Cream," a hair tonic of the Worthall Products Co., and Johnson & Johnson's "Tek" tooth brush.

# Suppose She "Doesn't Like Perfume"

*What Will You Sell the Woman Who  
Has This Rather Unusual Reaction?*

*by H. Stanley Redgrove*

**I**N studying the history of perfumery, it is impossible not to be impressed by the fact that, in antiquity, men appear to have been as lavish in their use of perfumes as women. Today, in the English-speaking countries at any rate, men have a prejudice against scent. Scent is considered effeminate. Efforts are being made, however, not only in

America, but also in Great Britain, to break down this prejudice. Masculine perfumes are being evolved, and there is, perhaps, a growing recognition of the fact that if women should use scent which men like—on women, men must use scent which women like—on men.

One need not have a financial interest in the trade to hope that these efforts will be successful. A world in which everyone made intelligent and judicious use of perfume would not only be a pleasanter world in which to live—it would be a more healthy one.

But—and it is a rather important "but"—what about the woman who doesn't use perfume?

Her existence appears to be ignored by perfumers and writers about perfumes alike. One reads about the perfumes which women love, about fashions in perfumes, about perfumes favored by blondes and those preferred by brunettes, about the difference between the tastes in perfumes of English-women and American women; but always there seems to be the underlying assumption that all women use scent. Perfumers vie with each other in their attempts to improve on existing products or in the creation of novelties, but invariably, so it seems to me, with the same public in view—the women who love scent. Copy-writers frame their advertisements to appeal to the same clientele.

The woman who doesn't like perfume is forgotten. Yet she exists. In Great Britain, the woman who doesn't like scent is far from being a rarity. She is to be found even in France. I have no reason to doubt her existence in America. To convert her into a customer of

the perfumer would most emphatically be worth while.

Among my friends and acquaintances are included a fair number of women who don't like scent. Some of them have been good enough to allow me to use them as subjects for certain olfactory experiments. The results, I think, are instructive. I purpose telling



the story of them here. True is it that "one swallow does not make a Summer," and it would be dangerous to generalize upon what may be thought a tenuous experimental basis. True it is that what may apply to Englishwomen may not hold with their American cousins. Insofar, however, as my results do permit of generalization, they answer the question: What will you sell the woman who doesn't like scent? Insofar as generalization is impossible, they indicate how experiment may serve to solve the problem.

First, then, let me say that the woman who "doesn't like scent" *does* like scent. It is simply and solely a question of the type of odor. To the woman who doesn't like perfume, as I shall continue to call her, the seductive charm of Paris makes no appeal. But she loves lavender water—always.

This may be a national trait, for certainly English lavender oil is very individualistic in odor, and the manufacture of lavender water has been carried to its highest pitch of perfection in Great Britain.

Nevertheless, I do not think this is the explanation. Dr. van de Velde, in his *Ideal Marriage: its Physiology and Technique*, instances the odor of lavender as being typically "negative feminine," by which he means that it has the power of neutralizing unpleasant personal odors of women. The fondness for "sweet lavender" may have a sub-conscious, biological basis.

The point is of interest, for much more might be done than at present along the lines of selling women perfumes, not as perfumes, but as deodorants, with, one might add, considerable benefit to themselves and their friends.

Like most men, women who don't like scent have a prejudice against the very word "perfume." It suggests an artificial form of allure which, poor dears, they would scorn to employ. Now a certain clever firm has recently been selling innumerable bottles of nicely perfumed spirit to men in my own country. The bottles, however, are labelled "Friction Lotion for the Hair." Men like the scent, but would scorn to use it if it were labelled as such.

This is primarily a problem for the copy-writer to solve, rather than the chemist. He must suggest that the preparation is a deodorant without giving offense.

Now the women who dislike scent strongly dislike such aphrodisiac odors as those of patchouli and artificial ambers. These are among their pet aversions. But the odors of patchouli and ambers blend excellently with lavender. Women who don't like scent not merely tolerate, they positively like traces of patchouli and ambers compounded with lavender. And, although here I have not been able to experiment widely, I believe that a process of esthetic olfactory education is possible, so that by gradually increasing the proportion of these ingredients in a perfume of a lavender type, a positive liking for their odors can be produced.

Perfumers anxious to capture the custom of women who don't like scent might, therefore, find it useful to experiment with compounds based primarily on lavender oil, with the addition of some bergamot oil (lavender's almost constant companion) and variable amounts of patchouli oil (preferably tsf.) and a good compound of the ambreine type. The composition can be sweetened by the addition of a little phenyl-ethyl-alcohol (whose simple, sweet, rosy odor is universally

liked); and some rosemary oil may be added with advantage.

Numerous other additions will suggest themselves, such as linalyl acetate, coumarin, clary sage absolute etc. Musk should be avoided. A small trace of bay oil is recommended.

Clary sage must be used with caution, as its odor may not be liked. Following van de Velde's system of classification, clary sage might be called the typically "positive feminine" perfume, the odor of the plant being, so to speak, an exaltation of the pleasant personal odor of woman. So far as my experiments go, I have found clary sage to be the most powerful aphrodisiac of all perfumes so far as its reaction on men is concerned.

Eau-de-Cologne usually meets with the approval of the woman who don't like scent. But, as in the case of lavender water, its odor is so fleeting. We regard the citrus group of oils as useful for producing pleasant top notes, not permanent effects.

There is, however, boronia. This has an odor allied to the odors of the citrus group, but of a fuller and more lasting character. It is, I think, rather masculine. This is all to the good, for the women who don't like scent, need it, perhaps, more to stimulate their own emotions than those of the opposite sex. Boronia concrete is now an article of commerce, though expensive and possibly a little difficult to handle. Artificial boronia is also obtainable.

But, not less important than its composition, is the name of the perfume which women who don't like scent will buy. It must not be French; it must not be Eastern; it must not be subtle—it must be something quite different from all these.

There are, moreover, perfumes of a frankly masculine type, perfumes smelling of tobacco, Harris tweed and heather. Formulae have been published for compounds suitable for scenting tobacco itself, and these form a useful guide to the building up of the perfumes in question. Coumarin is an important basis, and connects these perfumes with those of the new mown hay type. The latter have completely lost popularity with the scent-loving public in Great Britain, but are said to be in big demand in South America.

For perfumes of the tobacco type, I suggest the use of coumarin as a basis, in conjunction with oakmoss (not added with too heavy a hand). Terpinyl isobutyrate is a useful addition, owing to its agreeably fruity odor, and can be used freely. Some cayenne bois de rose oil may be added, and a little bergamot oil. A trace of artificial musk is useful, as is also a minute trace of tagete oil. The distinctive tobacco note is given by the addition of a little tobacco resinoid. I give rough indications of the proportions, rather than formulae, because the former are just as useful.

A nominally colorless, artificial coffee flavor has recently been placed on the market. Traces of this, I think, might be found useful in perfumes of a definitely masculine type; but this idea has yet to be tried out experimentally.

The woman who "doesn't like perfume" *does* like perfume. Offer her an article calculated to appeal to her taste. Advertise it in a manner that will catch her attention and arouse her interest. You will sell.

# Lecithin in Soaps, Creams and Lotions

## *The Characteristics of This New Raw Material and Many of Its Uses Described*

by Josef Augustin

**F**ATLIKE substances are usually found in conjunction with animal and vegetable oils and fats.

These occur mostly in quantities below 1 per cent and can be extracted with the oils from the fatty materials by means of organic solvents, such as ether, alcohol, chloroform, benzol, acetone and carbon tetrachloride. They are called "lipoids" on account of their affinity and resemblance to fat. They are insoluble or just slightly soluble in water and partly capable of swelling. On the other hand, they dissolve very readily, particularly by aid of heat and abundantly in fat and fatlike substances and organic solvents. They melt upon heating and congeal upon cooling. The best known among the lipoids are the cholesterins and lecithins.

Cholesterins are to be conceived as lipoids free of nitrogen and phosphorous of the aromatic series and as univalent high-molecular alcohols. Their use for cosmetic preparations has recently been highly recommended and much use has been made of them. However, because of this the use of lecithin, which supplements the action of cholesterin or acts altogether in another direction, should not recede too much into the background. As against cholesterin and cholesterin esters, which facilitate emulsions of water in oil before anything else, lecithin promotes the more readily resorbable "oil in water emulsions."

Lecithins are lipoids containing nitrogen and phosphorous, and for this reason they are called phosphatids. They are found in all animal and vegetable cells and tissues, and also in well-nigh all animal juices. They are liquid substances, strongly hygroscopic, half solid or wax-like to a point of brittleness, of a peculiar tallow-like odor and tallow-like taste. In most instances they are present as slightly yellowish substances which very readily become altered in the air as a result of oxygen absorption and take on a dark-brown color. They swell with little water and produce the characteristic, so-called myelin forms. With much water they yield colloidal solutions, from which they are separated into flakes by acids, but are not coagulated upon boiling.

### Occurrence of Lecithin

The pure production of the individual phosphatids depends upon the varying solubility in the organic solvents, but doubtless we have not as yet had on hand an absolutely chemically pure phosphatid. Lecithin for example has almost always a certain content of lecithin-like phosphatids and compounds such as jecorin, lecithin—white of egg, vitellin, cephalin, myelin, etc. However, lecithin (from the Greek lekithos, meaning

yolk of egg) is the most widespread and best known phosphatid which is found both free and in loose compounds. Fresh yolk of egg contains 10.7-14.55 per cent of lecithin, or 32.5 per cent in the dry substance; the brain contains 13-14 per cent; the nervus ischiadus, 32.17 per cent in the dry substance; bone marrow, 2.4 per cent; the heart muscle, 4.2 to 4.6 per cent; the muscles, 0.04 per cent; the kidney, 3.3-6.9 per cent; the liver, 4.4-23.5 per cent; the dry substance of the blood corpuscles, 3.5-7.2 per cent; the chyle 0.08 per cent; milk 0.05 per cent. Most of the organs mentioned also contain large quantities of cholesterin. Thus nature points to the fact that a combination of cholesterin and lecithin brings out the best physiological effects.

In plant parts, particularly in the seed, considerable lecithin is found, which is accompanied, however, not by cholesterin but rather by phytosterin, which is isomeric to it. Grains of corn contain 0.5-0.8 per cent; leguminous plants up to 2 per cent (soya beans); pollen grains, 5.8 per cent; yeast about 2 per cent; mushrooms about 1 per cent of lecithin.

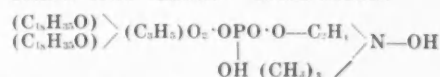
### Methods of Production

The production of lecithin is accomplished by various extractions, precipitations and crystallizations through alcohol. Oil and lecithin are dissolved together from the materials by means of solvents, which can also be combined, such, for example, as a mixture of benzol with, say, alcohol. The oil is separated on the surface from lecithin by the introduction of water vapor or by some other process. The lecithin separated by extraction and other processes and which contains still clinging oil (crude lecithin) is best dissolved in alcohol in which the major part of the oil remains undissolved. The oil is removed and the lecithin is in its major part crystallized in the alcohol upon sufficient concentration. Frequent crystallizations will yield a pure lecithin.

There is a distinction made in the trade between animal lecithin obtained from yolk of egg and from the brain, and the cheaper vegetable lecithin, obtained from plant seed.

Chemically the lecithins are to be conceived as ester compounds of the glycerine phosphoric acids substituted by two fatty acid radicals with a base, the cholin, for example, according to the following formula:

Stearic Acid radical \ Glycero-phosphoric acid radical  
Stearic Acid radical / —Cholin radical.



Composite formula:  $-C_{41}H_{89}O_7NP$



Various genuine lecithins are obtained according to the particular fatty acid radical that is represented. The formula given above designates a distearyl lecithin. There are also dipalmityl lecithin, dioleoyl lecithin, etc., and mixed ones, such as oleo-palmityl lecithin.

### Uses of Lecithin

Lecithin on account of its nourishing, strengthening and invigorating effect upon biological functions is rightly used not only as a refreshing agent, such as lecithin peppermint, or as an invigorating agent, such as lecithin chocolate, lecithin malt or various lecithin medicaments, but also for cosmetic preparations.

### Lecithin in Soaps

Another use that is made of lecithin that is not new but which is still not sufficiently appreciated is as an admixture to lecithin soaps for invigorating the skin. During all the time that the pure production was beset with difficulties and entailed consequent high costs, lecithin was used in the form of fresh or dried yolk of egg. However, the yolk of egg as an admixture to soap has the great drawback of containing very easily decomposable accessory components, or more specifically, starch, albumin and oil, of which the latter particularly is a hindrance. Indeed albumins decompose very easily, but they keep quite well in soaps, especially when they are conserved. On the other hand, the oil readily becomes rancid and causes rancidity of the soap. It probably is possible to avert decomposition by means of preserving materials and reduction agents. The safest thing, however, is to ward off the harmful influences right from the start by using oil-free lecithin. If it is not desired to use any preserving materials for albumin, the precaution then should be taken of using only lecithin free of oil and albumin for admixture in the soaps. Vegetable albumin keeps best by itself and naturally in soaps; animal albumins are more easily decomposable, as for example, gelatin, casein, blood albumin, white of egg, etc. Too much albumin does not go over with the lecithin through extraction methods, but some of the oil dissolves at the same time.

The repeated operations of purification naturally enhance the price of the oil-free lecithin as compared with the crude lecithin, which still has quite a high percentage of oil clinging to it. Furthermore, these oils are more easily decomposable and more capable of oxidation than, let us say, olive oils. There would be nothing more amiss than the idea that a crude material suffices for a soap. This may, of course, be so in many cases even for fine toilet soaps, but it does not apply here. In the use of crude lecithin not only is there danger of decomposition, but also the cost of perfuming is enhanced, since an odor that can be concealed only with difficulty requires greater quantities of perfume. For this reason lecithin free of oil and still better lecithin free likewise of albumin is better suited to the purpose. Whether still other lecithins or cholesterins of phytosterins, which can be separated only with considerable difficulty, are present as accompanying substances in any percentage has no bearing upon the question whether the soaps can be used. By no means is a chemically pure lecithin required.

Vegetable lecithin free from oil (and if possible from albumin) can be worked upon more easily at a lower cost than the solid and flexible animal lecithin. It can easily be crushed into soap chips. Vegetable lecithin becomes homogeneously mixed more rapidly and thoroughly if it is triturated with mineral oil or glycerine or soft potash soaps. Turkey red oil, essential oil, or combinations of these substances may be used. These latter auxiliary agents prove to be almost necessary in the case of animal lecithin.

According to the particular quantity of lecithin admixed, from light cream to yellowish soaps will be obtained. In order to obtain soaps of the lightest possible shade, the only method is careful manufacture and, last but not least, proper preservation from the moment they are obtained. For this purpose one kilo of lecithin is compounded with 1.5 g. of oxybenzoic acid methyl ester dissolved in 6 g. of alcohol. Sodium thiosulphate is not suitable for lecithin, since it requires solution in water. On the other hand hexamethylentetramin is suitable, since it also dissolves in alcohol.

Lecithin permits of combination with various other soap admixtures. As in the case of creams (and analogous to the natural mixture), the use of lanolin at the same time, even in the form of free cholesterol, seems to be well-timed. However, the decrease in lathering caused by the latter admixtures must be taken into consideration, for which reason only 2 to 5 per cent of them at the most is used. Other soap superfatting materials as well are compatible with lecithin.

A combination best suited to the purpose ought to be a soap of a combination of borax, glycerine and lecithin, the advantages of which are evident from what follows.

Lecithin acts as an emulsifier, does not impair the lathering qualities of soaps and permits medicinal and cosmetic admixtures, even of a salty nature, to be worked in, without the occurrence of any crystallization in cases of moderate quantities. Lecithin soap may be called the special material for fatty complexion and for gray, sallow skin. For this purpose the above-mentioned borax soap is the best adapted. Its emulsifying effect is enhanced by the use of the potassium (or triethanolamin) soap of sulfonated castor oil.

In case of a skin that is without fat and stubborn it is advisable to use a cold cream at the same time, since, as a result of the skin-renewing and fat-emulsifying action of the lecithin soap, a greater scaling off of the skin may arise, whereas persons with fatty complexion should always use it. The most favorable quantity of admixture of the lecithin is about 5 per cent of the total soap, or at the most 10 per cent with maintenance of more favorable conditions, and even as low as 1-2 per cent works.

The fatty constituent should resemble that of a usual milled soap. In case sulfonated oil and lanolin are used, there should be, say, 20 per cent of coconut oil, or more, present in the fatty constituent. Lecithin can also finally be used in creamy soaps.

### Lecithin in Creams

Too strongly fatty "nourishing" creams and creams for the functions of the skin are used first of all alone or in mixture with cholesterol and lanolin. Lecithin, which along with essential oils can be designated as

chemical skin massage, assists the mechanical massage. For this reason it is also advantageous for an excellent massage cream, in which respect waxy substances are subordinated to a higher oil content.

A cold cream may be produced from:

Lanolin .....	15 gr.
Beeswax .....	15 "
Spermaceti .....	10 "
Petrolatum .....	35 "
Borax .....	1 "
Water .....	22 "
Cholesterin .....	1 "
Lecithin .....	1 "
Perfume .....	as required

A very effective massage cream may be produced from:

Spermaceti .....	10 gr.
Solid Paraffin .....	15 "
Mineral Oil .....	45 "
Lecithin .....	1.5 "
Cholesterin .....	0.5 "
Borax .....	1 "
Water .....	30 "
Perfume .....	as required

The solution of lecithin and cholesterin is accomplished best in the liquid or melted fats and waxy constituents. The melted mass is permitted to be cooled at say 40° C and the hot solution of borax in water is poured first in small portions and then in larger portions into the fused mass while stirring thoroughly. Then it is stirred cold.

In the case of vanishing cream, it is somewhat more difficult to work in the lecithin. The simplest way is to dissolve the lecithin in the melted stearic acid (overheating should be prevented) and to mix the potash solution into it by stirring in the usual way. On the other hand saponification and emulsification might be affected by the lecithin. If any oil is permitted in the vanishing cream, lecithin is ground fine with warm mineral oil (1 part of lecithin to say ½-1 part of mineral oil), so that a mass is produced that can be distributed. As soon as the cream has been mixed and while it is still warm, the warm lecithin oil is stirred thoroughly into it. The whole of it is stirred cold.

Whenever a flexible quantity of lecithin is desired any finished cream can subsequently be compounded with lecithin in the following way: A concentrated solution of lecithin in warm alcohol (precautions should be taken when heating so that temperature should not be above 60° C. and there should be no open flame) is stirred thoroughly. The alcohol content should not amount to more than 3 per cent of the total cream.

From what has been said in the foregoing it ensues that lecithin gives intrinsic value and evident effect to oils for skin functions and oils for massage, so that the excessively slight use made of lecithin seems to be regrettable. From 0.2 per cent to 2 per cent of lecithin—not too much, so that there may be no solidification or turbidity of the oil—is dissolved in warmed oil. Lecithin also dissolves copiously in perfume oils.

### Lecithin in Lotions

Milky lotions (emulsions) are produced by dissolving lecithin in oil and agitating or churning the oil solution with neutral soap solution containing water or glycerine. In this way there form emulsions that are not too stable. Far more stable is the following emulsion: Two parts of monostearin glycerine ester, 1 part stearin alcohol, 5 parts stearin, 2 parts lanolin, 5 parts mineral oil (according to the particular fattiness desired 10-15 parts) and 2 parts lecithin are melted and 1 part potash in 5 parts glycerine and 40 parts hot water is stirred during heating into the fused mass. It is further heated until the mass no longer rises thick. Then it is stirred cold. It is then thinned after cooling with more water until the particular thin liquid state desired is attained. Instead of or in conjunction with the first two constituent parts a glycol stearate may be used.

Clear lotions—also hair lotions—may be formed by dissolving lecithin in alcohol. Unfortunately the alcohol concentration must be very high in order to dissolve effective quantities to any extent. For this reason milky lecithin preparations are to be preferred to the clear ones.

The price, the possibility of manufacture and the good effect are factors that permit the use of lecithin for various articles for the care of the skin to an extent far greater than has hitherto been the case.

### Cosmetic Exports to Estonia

The expectation that strict government control of the imports of cosmetics and perfumery would reduce to a fraction the flow of these goods into Estonia has not been realized yet. Instead of shrinking to little or nothing as a result of the restrictions imposed November 11, 1931, imports were greater in November, December (1931), and January (1932) than in the year previous. February and March imports this year are still sizeable though reduced in value. Imports throughout the year 1931, valued at \$47,334, were only 12 per cent below the average for the last five years. If they continue to be admitted in 1932 at the rate they have entered in the first three months, they will equal the five-year average. (Consul Harry E. Carlson, Tallinn.)

### Similar Trade Name Held Valid

The Commissioner of Patents has denied the appeal of George W. Luft Co., Inc., from the decision of the Examiner of Interferences who granted the Integrity Hosiery Co. the right to register the trade mark, "Tangie," despite the protest of the Luft company that it had registered and has been using the notation, "Tangee Corporation," in the manufacture of toilet preparations. The Commissioner based his ruling on the ground that toilet preparations and hosiery are not of the same descriptive properties and therefore the trade names would not be confusing. The Luft company contended that it was entitled to exclusive use of the word since it had never been used for anything before and since it was a distinctive, arbitrary and manufactured word.



COSMETICIANS GROUP AT CHICAGO CONVENTION

## Cosmeticians Meet in Chicago

THE thirteenth annual convention of the American Cosmeticians Association was held the week of August 22 at the Sherman hotel, Chicago. Despite unfavorable economic conditions in the industry, attendance was considerably greater than that of last year, more than 7,000 attending the sessions as against 5,800 in 1931.

Officers were re-elected, with Mrs. M. B. McGavran, of Kansas City, Mo., chosen president for another term; Mrs. Ruth D. Maurer, New York City, elected executive chairman, and Miss Frances Martell, Chicago, executive secretary. The work of the convention was largely planned by Miss Martell and Mrs. Maurer, and the success of the meeting is a distinct tribute to their efforts.

Among those who exhibited toilet preparations and allied products were the following:

*Murine Co., Inc.*, showing "Murine," Murine eye salve and "Granuline." Mrs. Virginia Carson and Miss Virginia Carson were in charge.

*Jaret Laboratories, Inc.*; a new nail polish; Mr. and Mrs. Albert F. Fleury and Miss Catherine Foley.

*Famous Hair and Beauty Supply Co.*; "Vapon" shampoo and beauty preparations; Charles Roux, G. W. Simmons, Nora Lyons, Sidney Davis and Henry Davis.

*Nestle-Le Mar Co.*; "Nesteen" hair dyes, "Nesto-Lashes;" Harold Gaunt, sales manager, J. H. Lucas, Earl Romaine, Jack Ladds, president; Marie Schindler and Helen Weaver.

*Colgate-Palmolive-Peet Co.*; "Palmolive" shampoo and soap; Robert Robertson, Frieda Smith, Julia Foster, Ruth Janssen, Jacqueline Gray.

*Viviano Olive Oil Shampoo Co.*; "Viviano" shampoo; Peter Viviano and Miss R. Viviano.

*La Gerardine, Inc.*, "La Gerardine" waveset; Messrs. Egdu, O'Neill and Wells.

*Consolidated Hair Goods Co.*; Dry paste and lipstick display, new nail enamel, "Fij-oil" soapless shampoo; Harry Muller, Albert LaBoy, Rose Jarnet, S. Muller, Al Kowitt, J. Muller, Dorothy Muller.

*Boyer International Laboratories*; Toilet preparations; R. Weidner, H. Greenstone.

*Ruth D. Maurer Corp.*; "Rudemar" preparations; Mrs. Ruth D. Maurer, Beryl Christians, Louise McGuinness, Winifred Fayant, Mme. Auralea.

*Molia Sales Distributors, Inc.*; Corrective facial products; G. H. Vauthauer, W. J. Sullivan, Ewald de Linde, Lillian Foley.

*Carter Co.*; make-up lotion and depilatory; W. S. Carter, Mrs. Anne Allred.

*Louise Norris Co.*; "Louise Norris" Products; Louise Norris, Margaret Sorenson, Ellis Ryan, Agnes Kravath, Lucille Moxon, Beulah Wheeler.

*Rap-I-Dol Distributing Corp.*; Hair coloring; L. B. Rever, Edith Gardiner.

*Inecto, Inc., Marinello, Inc., Zotos, Corp.*; Marinello preparations, "Inecto;" S. S. Radnitz, R. A. Clark, Grace Waltz, Coletta Stevens, Marcelline Bates, Jack Reynolds, Lois Stuart.

*Modern Products Co.*; "Sea-Cool" crystals; Georgia Houston.

*J. W. Marrow, Mfg. Co.*; Shampoo.

# TRADE NOTES



## California Cosmetics Succeeds Pauer

California Cosmetics Corp of Hollywood has been established with headquarters at 7702 Santa Monica boulevard, Hollywood, Calif., to take over the business formerly conducted as Pauer & Co. F. A. Fetsch is president of the new company, with C. S. Fetsch as vice-president and P. C. Nelson, Jr., secretary and treasurer. The company will specialize in the manufacture of specialty items for the beauty parlor jobbing trade. Its predecessor had been in business a little over a year and had built up a considerable clientele which the new company expects to enlarge materially as business generally improves.

## Muir's Open in Battle Creek

The Muir Drug Co., with headquarters at 1531 College avenue, S. E., Grand Rapids, Mich., has reported the signing of a long term lease in Battle Creek, Mich. Extensive alterations are now under way, and as soon as these are completed another Muir cut-rate drug store will be opened. The addition of this store will make seventeen in the Muir chain which operates in Ohio, Michigan and Indiana.

"The opening of several other stores this fall by the Muir Drug Co. is the best method," says Boyce K. Muir, president of the company, "of expressing our confidence in the forthcoming business revival in the Middle West."

## HQZ in New Quarters

HQZ Laboratories, Inc., San Francisco, has moved into new and much larger quarters located at 718 Mission street. The company was formerly located at 821 Market street. The new quarters are fully equipped for manufacture of toilet preparations, and up to 6,000 square feet of floor space are available. H. W. Jones, president of the company, recently covered the entire Pacific Coast making a survey of conditions and contacting retail outlets. He reports that conditions are more encouraging and that foundations are being laid for a solid growth throughout that region.

## Chemical Brands, Inc., Organized

Chemical Brands, Inc., has been organized in Brooklyn, and has taken over the former Ritz Perfume Co. and all of its affiliates. The name Ritz and similar designations will not be used by the company since all trade marks and brands containing that name have been turned over to Charles of the Ritz, Inc. The company makes "Nix," "Ectonal" and other products.

## Globe Products Leases Space

The three story building at 727 North Second street, Philadelphia, has been leased for a term of years by Globe Products Co., of that city. The company will consolidate its activities of manufacturing perfumes and other products at that address.

## Antonow Heads Vadsco Sales

Samuel L. Antonow, chairman of the executive committee of the Vadsco Sales Corp., Long Island City, N. Y., was elected vice-president and general manager in active charge of the organization at a recent meeting of the board of directors. He succeeds as active



SAMUEL L. ANTONOW

head of the company Monroe W. Rothschild, elected president in May, whose resignation was accepted by the board. Jules S. Bache, New York investment banker and largest individual stockholder in the company, was named president. Sidney A. Loeb, of Hayes, Loeb & Co., public relations counsel, Chicago, replaces Mr. Rothschild on the executive committee, the chairmanship of which is retained by Mr. Antonow. Other members of the committee are Mr. Bache and Edward Wise.

Mr. Antonow, who has been chairman of the executive committee since last May, gained prominence in Chicago as a pharmacist and then as an attorney. He operated three retail drug stores in that city, and was active in the affairs of druggists organizations, being president of the Chicago Retail Druggists Association in 1920 and head of the Illinois Pharmaceutical Association in 1923. While a pharmacist he studied law and was admitted to the bar. Later he became Assistant State's Attorney of Cook County, and then Assistant Attorney General of Illinois.

In his new capacity, Mr. Antonow will inaugurate a broad program of expansion which he is confident will enhance the position of the company in the industry. The firm is now in excellent financial shape, he declared recently in discussing his plans, and every effort will be made in the future to conduct its operations with the best interests of the stockholders always foremost in view. He further stated that he will strive to cooperate with the industry generally for the furtherance of its interests.

### Adams Laboratories Silver Anniversary

On October 28 it will be just 25 years since the Moscow concern of A. D'Aim was established in the city of New York. A. Mislig, founder of the Adams Chemical Laboratories, came to the United States well qualified to inaugurate such an undertaking. Mr. Mislig holds the certificate of Provisor from the University of Moscow and is a registered pharmacist in the state of New York. For obvious reasons the name A. D'Aim could not be maintained, and it was through the suggestion of the Chas. Crittenton Co., New York, that the French name A. D'Aim was Anglicized into the name of "Adams."

Although the Adams Chemical Laboratories celebrate the twenty-fifth year of their existence in the United States, the Russian concern of A. D'Aim has been in existence a considerably longer time.

Mr. Mislig sought to take advantage of the prestige which a facial cream called "La Metamorphose" enjoyed in Europe by putting it on the American market. It was and is still a household word in Russia, as well as in other parts of Europe. His expectations were realized. A steadily increasing demand developed, which drew the attention of leading drug houses to "La Metamorphose."

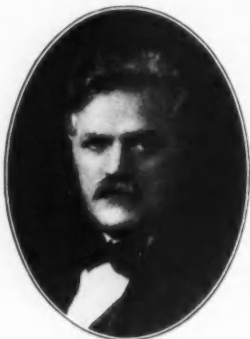
The outbreak of the World War with its attending detrimental influences to the cosmetic line somewhat curbed the natural growth of "La Metamorphose," but as is the case with any quality product, this cream has continued to be successfully marketed. "La Metamorphose" cream is only the leader of 50 odd other preparations such as: "Mycolor" hair color restorer, "Budrose" lip stick, cold cream, vanishing cream, lemon juice cream, rolling massage cream, skin enamel, skin food, hair tonic, dandruff remover, eau de Cologne, rouge, skin combort, analgesic balm, pile ointment and many others.

The introduction of the Eighteenth Amendment caused the Adams Chemical Laboratories to modify all formulæ containing alcohol. Indeed, it may be said that this concern is one of the very few which so modified its products and never applied for an alcohol permit.

In 1925 a writ of injunction was issued against a New York drug corporation restraining it from using a similar name to "La Metamorphose" for their facial cream. Other similar attempts had to be taken care of in New York, Chicago and elsewhere. In 1927 the trade mark "La Metamorphose" was renewed for another 20 years. In 1928 a liquid developed by the company was found to kill the organism "Micrococcus Aureus," and was launched as an "Antiseptic."

In 1931 a branch was established in Hollywood, Calif., with offices at 1808 North Van Ness avenue.

Mr. Mislig believes that the demand and success



A. MISLIG

"La Metamorphose" and other products enjoyed during the first 25 years of the existence of the firm are due entirely to their pleasing qualities, and that he is justified in the conviction that in the next 25 years the volume of business will steadily increase to equal that of its European prototype. The celebration of the twenty-fifth anniversary of the Adams Chemical Laboratories on October 28, plans for which are now being made, will be reported later. We congratulate Mr. Mislig and his associates on the success which they have won by persistent and conscientious effort.

### Meyer Brothers Eightieth Birthday

It was eighty years ago this month that Meyer Brothers Drug Co., St. Louis, was established, for it was in September, 1852, that the late Christian F. G. Meyer secured an interest in a retail drug business in Fort Wayne, Ind., the parent of the present house of Meyer Brothers. The founder was born in Germany, but came to America in 1847, arriving in New Orleans. He moved to Fort Wayne, and five years later established his business to which his brother was admitted as a partner in 1857.

Realizing that St. Louis was a valuable shipping and commercial center, the business was moved there in 1865, and about the same time a New York office and warehouse was established. Branches were opened in Kansas City in 1879 and in Dallas in 1887 and later one in New Orleans. In 1889 the company was incorporated under its present name, and since that time has made rapid and steady progress until it has become one of the largest wholesale drug houses in the world, as well as a manufacturer of pharmaceuticals, proprietary remedies and a line of perfumes and cosmetics.

Control still remains in the hands of the Meyer family, with Carl F. G. Meyer, son of the founder, president, and three of his brothers associated with him. Direc-



CHRISTIAN F. G. MEYER



CARL F. G. MEYER

tion of the perfume department is in the hands of E. F. Helbig. An interesting development has been that of the house organ, *The Meyer Druggist*, started as a price list, but now a trade magazine of much interest and importance in the retail drug field.

We are glad of the opportunity of congratulating this progressive company on its anniversary and of wishing it a continuation of prosperity and success, which, under the policies of the founder, seems assured.

### Miss Cain on New York Visit

Miss Myndall Cain, head of the Minneapolis company which bears her name, and widely known through the West for her radio broadcasting work in the interest of beauty culture, was a New York visitor early in September. She came here primarily to arrange for broadcasting work during the coming season in connection with a new "Palmolive" program, but seized the occasion to visit several houses in the supply trades to discuss restyling of her own line for the Fall trade. Miss Cain's company has been making rapid progress and her Minneapolis salon is widely known as one of the most beautiful establishments in the country.

Her line, several products of which have been illustrated in our pages, embraces products designed to render complete beauty service.



MYNDALL CAIN

### Nassour Opens Chicago Branch

Nassour Brothers, Inc., Los Angeles, manufacturer of olive oil soaps and toilet preparations, has just opened a branch warehouse in Chicago under the direction of Fred Nassour, secretary of the company. This step marks a further development in the rapid progress which the company has made since it was organized in 1928. In that year a small plant was opened by Fred and William Nassour in Los Angeles for the manufacture of Castile soap. It was soon found, however, that the process used was not satisfactory for this country, and Eugene Shuck became associated with the two brothers as a partner and installed his own process for soap manufacture. He also originated an extensive line of toilet preparations which now forms an important part of the company's business.

Sales and production soon outran the capacity of the company to handle them, and with Max Mitchell and Alex Mitchell as associates, the firm was incorporated in 1930, and immediately moved into larger quarters. These have been greatly enlarged since to take care of ever growing distribution. Mr. Shuck retired from the organization in 1930 after placing its productive methods on a sound foundation.

The company is now headed by Max Mitchell as president. William Nassour is vice-president, and Fred Nassour, secretary. Sales promotion is in the hands of H. Fink, formerly with the Los Angeles Soap Co., while Malcom Curry is director of sales of Castile soap and cosmetics.

### Mr. and Mrs. Boalt on Tour

Mr. and Mrs. Ralph G. Boalt, of Winona, Minn., left there August 28 on a 'round the world tour. They sailed from the Pacific Coast and will stop first in Honolulu and go thence to Japan. They will return about January 1 by way of New York. Mr. Boalt is secretary of the J. R. Watkins Co.

### Roger & Gallet's Paris Building

One of the most modernly equipped and architecturally beautiful buildings in Paris was completed recently by Roger & Gallet. While it is not of the skyscraper type which line New York's horizon, being but seven stories in height, the new structure is considered the last word in European office buildings.

Covering a plot 250 feet square, the building consolidates all of the Roger & Gallet departments, which heretofore had been scattered about the city, under one roof. The fact that all operations are carried on in the one place greatly facilitates matters and adds in large measure to the efficiency of the company.

The new structure is unique in that two of its floors are below the surface of the street. This is a safeguard against possible floods of the Seine river which on occasions in the past has wreaked havoc with Parisian business when it flowed beyond its banks. On these two subterranean floors are maintained the shipping and financial departments. The floors above contain the executive offices, reception halls, laboratories, etc. The executive chambers and reception rooms are exquisitely decorated, with walls panelled in rare woods and floors of highly polished parquet. Other sections of the building are less elaborate, although artistically decorated in tasteful fashion.

More than a million dollars was expended in the construction of the building, which may not seem a great amount when the cost of our Empire State and Chrysler buildings are viewed, but in France it is a large outlay.



NEW PARIS BUILDING OF ROGER & GALLET

### Matchabelli Flies to Coast

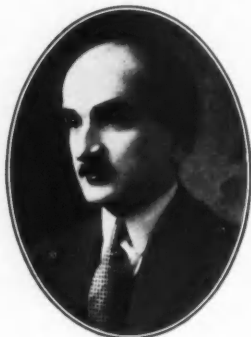
Prince Georges Matchabelli, president of Prince Matchabelli Perfumery, Inc., New York City, returned to his office August 24 from a flying business trip to the West Coast. We use the word flying literally, for he journeyed both to and from the Coast by airplane. The flight to California was unusually fast, being made in 30 hours with stopovers only for refueling and food.

In discussing his trip, during which he contacted accounts in California, Prince Matchabelli was optimistic over business prospects in Southern California. He said conditions were looking up in that section, and that he expected a slow but sound recovery in business there as well as in other parts of the country.

He succeeded in securing Mrs. Williams Gibbs McAdoo, Jr., daughter-in-law of the former Secretary of the Treasury, to represent his company in Southern California. On the return trip he stopped at Chicago and Cleveland where he conferred with his representatives in those cities.

Prince Matchabelli was favorably impressed with travel by air, finding it a great asset to business men who are pressed for time. His trip required but 12 days, while former business missions to California, including the time spent in cities on the Coast, took from four to six weeks. He was not keen about night flying, however, and likewise found continuous flying uncomfortable and monotonous.

Princess Norine Matchabelli, who has been sojourning in California for some time, accompanied him on his trips to the various cities in that State. She will return to New York by motor and will sail for France late this month where she will assume charge of the Matchabelli Paris establishment.



PRINCE MATCHABELLI

### Dewey Returns from Europe

Charles S. Dewey, vice-president of the Colgate-Palmolive-Peet Co., returned to New York September 7 on the *Champlain* from a stay in Europe. While abroad he had occasion to talk with financial leaders on the Continent, and told interviewers that these men believed business to be on the upgrade. They credited the United States as the main factor behind the turn for the better, because of the financial and economic measures taken by this government, Mr. Dewey said.

### Tokalon Head Made Councillor

Leon Matrod, general director of the house of Tokalon, Paris, whose products are well known in this country, has been named a Councillor of Foreign Commerce by the French government in recognition of his services in the promotion of more friendly relations between the French business community and its customers in other countries.

### Perfumes, Inc., Makes Progress

Walter J. Hughes, vice-president of Perfumes, Inc., Philadelphia, has just returned from a visit to Chicago where he arranged for distribution of this company's products in several important retail outlets. He reports conditions in the department store trade improving. The company has also completed an arrangement with Kimm-Libbey, Ltd., New York, and with several prominent New York stores for sales in Metropolitan territory. Additional space has been taken to separate the offices from the plant and laboratory, and a number of additional items have been put into production. Fitzhugh R. Johnstone is president of the company. Chester C. Housh has resigned as secretary and treasurer, and his duties have been assumed by Mr. Hughes who will act as treasurer and Samuel A. Armstrong as secretary.

### Soap Company's British Operations

Procter & Gamble Co. has begun work on two new plants in England. They are to be located on a tract of 10 acres in Trafford Park, Manchester, and will be operated under the name Thomas Hedley & Sons, Ltd., the British company recently taken over by Procter & Gamble. About \$500,000 will be spent in the erection of these plants, which will have an annual output of nearly \$10,000,000.

### Miss Ogilvie Back from Europe

Miss Jessica Ogilvie, of Ogilvie Sisters, Inc., New York, returned to these shores September 12 on the *Ile de France* after a combined business and vacation trip abroad which extended over a period of nearly two months. She experienced an unusually rough

crossing, the *Ile de France* being delayed twelve hours by terrific storms and high seas. Miss Ogilvie, a good sailor, enjoyed the voyage, nevertheless.

Spending a large part of her time in Paris, Miss Ogilvie noted that business was at a low ebb in that city. She attributes this condition partly to the unprecedented heat wave which enveloped the city for a large part of the Summer and partly to the Church holidays and



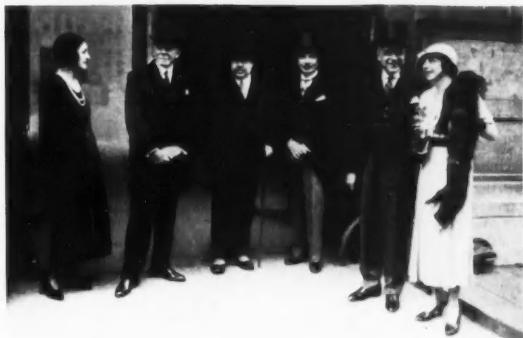
MISS JESSICA OGILVIE

Holy days in August. She also visited the Riviera where many people sought refuge from the heat and where there was little evidence of depression, either in the spirit of the people or in their spending.

In London Miss Ogilvie found business brisk in all of the better shops, while even the popular price emporiums had a steady trade during the Summer. The outlook in England appeared to be cheerful, she said, and money is being spent not only for essentials, but plentifully for luxuries as well. She is optimistic about business in this country, and is one of the ardent believers in the theory that business is well around the corner on the way upward.

### Marriage of Senator Charabot

We extend our sincere congratulations to Senator Eugene Charabot, president of Charabot & Co., Grasse, France, on his recent marriage to Mme. Elizabeth Galvin Baker, of Providence, R. I. The ceremony was private, attended only by a few friends of the couple.



MME. DU BREUIL DE ST. GERMAIN, SEN. BERENGER, MINISTER PAINLEVÉ, DEPUTY GIANOTTI, SEN. CHARABOT AND MME. CHARABOT.

Among these were Mme. du Breuil de Saint-Germain; Senator Henry Berenger, head of the recent French Mission to the United States and chairman of the Foreign Affairs Committee of the French Senate; Paul Painlevé, former Premier, now Minister of Aeronautics, member of the Academy of Sciences; and Antonin Gianotti, Deputy from Alpes-Maritimes district and officer of the Legion of Honor.

Senator Charabot is one of the foremost figures in the perfume raw materials industry. Through his technical achievements in the improvement of extractive processes and his researches in the biological processes of plants and the scientific methods of their cultivation, he has attained world-wide fame which has been recognized by awards not only from the French scientific societies but in other countries.

He has written numerous monographs on technical subjects which are considered among the highest authorities in this particular field. He was elected to the French Senate in 1926 and re-elected by an increased majority two years ago. In the Senate and through his numerous connections here he has done much toward cementing the friendship existing between the United States and France, and for these and scientific services was made first a Chevalier and then an officer of the Legion of Honor. He numbers many friends in the American industry made during his visits here, where his company is represented by Ungerer & Co., New York.

### Henriksen Back from Vacation

Arthur Henriksen, vice-president of the Norda Essential Oil & Chemical Co., New York City, returned August 5 from his vacation in Saugerties, N. Y., where his family spent the summer. While away Mr. Henriksen spent much of his time motoring about the Catskills and playing tennis and golf.

### Coty's Financial Statement

The financial report of Coty, Inc., New York, and domestic subsidiaries for the six months ended June 30 shows a net income after taxes, depreciation and other charges, of \$311,973, equal to 20 cents a share on 1,536,194 no par capital shares. This compares with a net income of \$433,909, or 28 cents a share on 1,535,955 shares for the corresponding period of last year. For the quarter ended June 30, net income after the same charges reached \$129,180, equal to eight cents a share, as against \$182,793, or 12 cents a share, in the preceding quarter, and \$118,504, or eight cents a share, for the second quarter last year.

### To Manufacture in Alexandria

Jadu, Inc., has taken over a site in Alexandria, Va., for the establishment of a factory to manufacture toilet preparations. Operations will be begun in the near future. Chester A. Housh, formerly with Perfumes, Inc., is president of the company, and with him are associated R. M. Much, secretary and treasurer; P. G. Christian, vice-president and G. S. Waterhouse, director of sales. The company's products have been on the market a number of years and considerable distribution is enjoyed in some sections of the country.

### Belmer in New Quarters

Belmer Products Co., formerly of Boston, Mass., has recently moved to new quarters at 19 Green street, Salem, Mass.

### Nazare-Guerlain Nuptials Celebrated

On September 7 at the Church of St. Vincent de Paul, New York, François Nazare-Aga, general manager of Dorothy Gray, Inc., New York, and Miss Colette Guerlain, daughter of Mr. and Mrs. Pierre Guerlain, of Paris, were married. The bride arrived

in New York about a week before the ceremony. She was educated in private schools in France, and her father is one of the principals of the famous perfumery house of Guerlain in Paris.



FRANÇOIS NAZARE

Mr. Nazare-Aga is the grandson of Yemin Es Saltaneh, Persian Ambassador to France. He was educated abroad, was a member of the Foreign Legion and later the French Flying Corps during the war and has a considerable reputation as an explorer gained through numerous trips, especially in Central America for Pathé and Harvard University. He has been in the United States for eight years, and for several years has been connected with the toilet preparations industry.

We extend our heartiest congratulations and best wishes.

## Death of P. R. Dreyer

Peter Rudolf Dreyer, president of P. R. Dreyer, Inc., and Bertrand Frères, Inc., New York City, who was associated with the essential oil business in the United States for over 30 years, died suddenly at his country home in Darien, Conn., August 30, from a heart attack although he had apparently been in perfect health.

Mr. Dreyer was born on his father's Estate of Kehlet, Sillerup, Denmark, and was educated in the Haderslev preparatory school and college in Haderslev, Denmark. After graduation he went to Hamburg, Germany, where he received his commercial training, at the conclusion of which he visited all of the Scandinavian countries for various business firms.

He came to the United States in the late eighties, and soon thereafter went into business with John Diehl under the name of Diehl & Dreyer. Later he purchased the interest of his partner, and continued the business under his own name until 1907 when a merger was effected with Stanley Jordan & Co. He was associated with this firm as vice-president for a year. He then was associated with Ungerer & Co., and, in 1918, resigned to become manager of the essential oil department of Rockhill & Victor.

When that firm was liquidated in 1922, Mr. Dreyer again embarked in business for himself, taking on the American agency of Bertrand Frères, Grasse, France; Naarden Chemical Works, Brödr. Aarsaether, and a Messina oil account, with a subsidiary office in Chicago. Under Mr. Dreyer's direction the business thrived, and in 1927 it was incorporated under the name of P. R. Dreyer, Inc. At the same time Bertrand Frères, of Grasse, was incorporated in America as Bertrand Frères, Inc., with Mr. Dreyer as president. At the present time P. R. Dreyer, Inc., is the American agent for Bertrand Frères, S. A., Grasse, France; H. Raab & Co., Ltd., Roermond, Holland; Vanillin Fabrik, Hamburg, Germany; Paolo Vilardi, Reggio Calabria, Italy; Brödr. Aarsaether, Aalesund, Norway; Constantin Mintcheff & Ketchedjief, Kazanlik, Bulgaria, and Nord African Commercial, Algiers, Africa. In addition to the main office at 12 East Twelfth street, New York City, selling agencies are maintained in fifteen of the principal distributing centers throughout the country, besides export agencies in England, Germany and the Netherlands. As the business grew, his employes, whom Mr. Dreyer often referred to as his "official family," prospered with him, and two of them were made officers of the corporation.

Mr. Dreyer had attended every convention since 1907 of the Manufacturing Perfumers Association and the American Manufacturers of Toilet Articles, predecessors of the Associated Manufacturers of Toilet Articles. In addition he was one of the organizers, and in 1930-1931 president, of the Essential Oil Dealers' Associa-



THE LATE  
P. R. DREYER

tion. He also was a member of the Merchants' Association of New York, the Brooklyn Heights Association, the Brooklyn Museum, St. John's Lodge, No. 1, A. Y. M., the Drug and Chemical Club and the Old Colony Club.

Mr. Dreyer was married to Miss Elizabeth Rosalie Eppingen, of Basle, Switzerland. She and their daughter, Mrs. Orrin C. Isbell, survive. The funeral was private and held at Mr. Dreyer's country home in Darien on September 1 with Masonic services; interment followed in Kensico cemetery.

Mr. Dreyer was one of the best known men in the essential oil and allied industries, with an outstanding reputation for integrity in all his dealings. To an unusual knowledge of the essential oil business he joined a spirit of optimism and progressiveness. He had a host of friends throughout the United States and Europe, his personality endearing him to all with whom he came in contact, and his untimely death has evoked widespread and sincere expressions of regret.

## Verley Expanding Flavor Department

Albert Verley, Inc., Chicago and New York, is taking steps for the expansion of its flavoring department, specializing in a number of products developed by Dr. Albert Verley, of Paris, including coffee, raspberry, lime, honey, butter, butternut, etc.

W. M. Brownell, formerly sales manager of the International Flavors Corp., New York, will be manager of this department. He has an exceptional background for this work having spent nearly twenty-five years in the food industries and being acquainted with practically every important buyer of flavor products in the United States.

## Associated Chain Drug Stores Meets

The Associated Chain Drug Stores, an organization with 22 member chains operating more than 1,500 stores, held its convention at the Waldorf-Astoria hotel, New York City, September 19 and 20. Members from all of the chains gathered at the hotel and discussed mutual conditions and exchanged ideas with the view of stimulating their business during the coming months. There was an optimistic note prevailing, and the opinion was expressed that there will be a substantial increase in buying at the close of the meeting, when the members, imbued with new ideas and plans, will endeavor to place their newly gained information into practical working order in their stores.

## Dittmar Talks on Toiletries

Dr. M. Dittmar, of Lehn & Fink Laboratories, Bloomfield, N. J., was a speaker at the meeting of the Paterson, N. J., Rotary Club on September 14. He discussed the manufacture of toilet preparations and especially tooth paste of which he has charge in the Lehn & Fink Laboratories.

## Fire Damages Soap Plant

Damage estimated at \$5,000 was caused by fire in the factory of the Atlan Soap Co., Jersey City, N. J., on September 8. The fire was discovered at four o'clock in the morning and raged for two hours before being brought under control by firemen.

### Nazare Completes Long Trip

François Nazare, general manager of Dorothy Gray, Inc., New York, returned to his office recently after a month's business trip which took him to nearly every major city in the country. The trip was made by airplane.

Mr. Nazare had a twofold purpose in making the trip: to contact accounts and to get first hand information about the business outlook in the various sections. He said conditions in the West were somewhat better than in the East, but that he noted a distinct change for the better throughout the country. It is his opinion that the "indigestible" merchandise which is on the market today is holding up business progress, and when it is cleared away conditions will improve rapidly. Among the cities he visited were Chicago, Cincinnati, Los Angeles, San Francisco, Dallas, St. Louis and Atlanta.

### Dr. Wimmer's Perfume Courses to Open

The courses of instruction in perfume materials and cosmetics conducted by Dr. Curt P. Wimmer of the College of Pharmacy, Columbia University, New York City, will reopen for the season on Monday, October 3. The course on perfume materials will be given each Monday evening at seven o'clock. The course on the manufacture of cosmetics and toilet preparations will open on Tuesday evening October 4 and will continue on Tuesday evenings throughout the year thereafter.

### Swift Manufacturing Makes Progress

One of our alert correspondents caught this characteristic picture recently in front of the offices of the Swift Manufacturing Co., in St. Louis. It shows A. Grohe, president, and C. W. Slifer, secretary and chemist of the company, apparently looking for those sales



A. GROHE AND C. W. SLIFER

people which the window sign says are wanted. Both men have had long experience in the field and are making gratifying progress in the manufacture of perfumes, cosmetics, flavors and other household products sold throughout the United States by agents. In spite of conditions, they report that their business is making steady progress.

### Cup for Pharmacy Week

The Federal Wholesale Druggists Association has again placed in competition a very handsome silver cup



PHARMACY WEEK CUP

for National Pharmacy Week. The cup, which is pictured in the accompanying photograph, will be awarded for the best professional window display shown in any pharmacy in the United States during the coming National Pharmacy Week. Competition last year was exceptionally keen and the judges had a difficult time making their award, so many excellent windows were presented by the profession. Elaborate plans are being made for the celebration. A medicinal plant map of the United States has been prepared in full color and is now being distributed and numerous suggestions for window displays have been issued in a mimeographed circular. All of the drug associations are co-operating in the celebration, and the hope is that this year's week will surpass all others in interest and value to the industry and to the public as well.

### Soap Company Re-opens Plant

The Southwestern Cacti Products Co., of Benson, Ariz., has re-opened its soap manufacturing plant. The company is devoting itself to granulated and powdered soaps at the moment although its line will be expanded to include bar laundry soap and washing powder. Plans are also under way for toilet soap and shampoo production. The soaps are made from vegetable oils and certain species of cactus, and the company asserts they possess unusual water softening properties.

### Kolar on Eastern Trip

Hugo R. Kolar, of Kolar Laboratories, Chicago, paid a brief visit to the New York office in the course of a motor trip with Mrs. Kolar early this month. They made several stops on the way East, and returned by way of Philadelphia. Mr. Kolar, who has charge of laboratories and manufacturing for his company, made the trip primarily to consider raw material sources and manufacturing problems. He conferred with representatives of his company at several points.

### Natura to Expand Line

Natura Products Co., Phoenix, Ariz., is planning the addition of a number of toilet preparations to its line. The company makes a germicide called "Natura." The new products will be based upon a colloidal clay mined near its plant.

### Swann Writes on Business

We were pleased to read in the August number of the *Executive Service Bulletin*, published by the Metropolitan Life Insurance Co., an article by Theodore Swann, president of the Swann Corp., Birmingham, Ala., entitled, "We Sought and Found Business Just Around the Corner." In an interesting manner, Mr. Swann relates how his company decided to go out and find where business was hiding.

### Spline Now with Vick

Robert E. Spline, who has long been associated with the toilet preparations industry through direct connections with prominent companies and more recently with Churchill-Hall, Inc., New York, advertising agents, has resigned and is now manager of the new products division of the Vick Chemical Co., Greensboro, N. C. Mr. Spline was for seven years manager of sales of the Pepsodent Co., Chicago.

### Leonhardt on Ranch Vacation

F. H. Leonhardt, vice-president of Fritzsche Brothers, Inc., New York, recently returned with his family from a vacation at Rancho De Dias Alegres which is located at an elevation of 7,000 feet in the foothills of the Rocky Mountains sixteen miles northwest of Las Vegas, New Mexico. Mr. Leonhardt reports a very pleasant and interesting vacation under exactly the conditions for which he has been searching.

The accompanying photograph was taken on one of the mountain tops near the ranch nearly 12,000 feet



MISS HYLAH COLEY, DOLLY LEONHARDT, MRS. LEONHARDT, ED. SMITH, COWBOY, MR. LEONHARDT, AND FRED LEONHARDT

high, which was reached after an eight mile horseback trip over mountain trails.

The return trip to New York was made by motor by way of Santa Rosa, Armarillo, Oklahoma City, Memphis, Nashville, from there through Cave City, Hodgenville (Lincoln's Memorial), Bartontown (Old Kentucky Home), to Lexington visiting the most celebrated stud farms and from there south again through the Smoky Mountain National Park to Asheville and northeast through the Shenandoah Valley and through the battlefields at Gettysburg back to New York.

Mr. Leonhardt says that it is always a pleasure to reach home again and especially to find business conditions somewhat better.

### McCormick Observes European Conditions

Charles P. McCormick, vice-president of McCormick & Co., Baltimore, has returned from a prolonged European trip during the course of which he studied the markets for the raw materials used by his company, especially mustard and spices. While most of his time



CHARLES P. MCCORMICK

was spent in detailed study of these markets, Mr. McCormick, a keen observer, also made an interesting survey of general conditions abroad. Commenting on conditions, he said:

"If we consider our business here depressed and were to rate it as 100 per cent, I believe that Europe, as a whole, would be rated at about 35 or 40 per cent. Living conditions are better in America than in any part

of the world; and I believe that we can keep them so and improve conditions generally through hard work, constructive thought and a few extra hours on the job each day.

"The countries covered in my trip were England, Denmark, part of Sweden, Germany, Holland, Belgium, France, Switzerland, part of Italy and Spain. The greater portion of my time was spent in England, because our increasing mustard business made it necessary to find new sources of supply and to investigate new type of seeds. Contact here with our agents and growers, gave me a most comprehensive picture of European business conditions.

"Upon my return it certainly appeared to me that conditions in the United States were slightly improved, and now I hear more talk about people getting tired of cheap goods at cheap prices. Quality goods will come back, and are coming back today, for there is much dissatisfaction in 'substitute' articles over quality items in spices, teas, extracts and mustards. There is a field for both, but I can see a change since Spring on the 'Back to Quality' idea."

### de Hoyos Legion Vice-Commander

Luis de Hoyos, general manager of Synfleuer Scientific Laboratories, Inc., Monticello, N. Y., was a delegate to the recent New York State convention of the American Legion in Brooklyn, N. Y. The election of officers of the New York State Department of the Legion resulted in the choice of Mr. de Hoyos as one of the two vice-commanders for the department. He has for some years been greatly interested in Legion affairs, and his election comes as a deserved recognition of his loyalty and service to the organization.

### Besthoff Receives Congratulations

S. J. Besthoff, secretary-treasurer of Katz & Besthoff, Ltd., large chain drug store organization of New Orleans, is the father of a baby daughter. It is his third child.

## Guenther Returns from Abroad

Dr. Ernest S. Guenther, chief research chemist of Fritzsche Brothers, Inc., arrived on the *Vulcania* September 2 after a stay of a little over three months in Europe. He left the United States May 20, stopping first in Sicily and then going to Southern France for the rose and orange flower harvest.

Toward the end of June Dr. Guenther visited Switzerland and from there went to Schimmel & Co. at Leipzig to confer with the principals of that house regarding topics of technical interest. Leaving Germany he went to Trieste and made a most interesting trip to the Dalmatian Islands where he studied the production of Dalmatian essential oils such as rosemary, sage, helichrysum, etc., returning thence to Southern France in time for the jasmin harvest and the manufacture of Jasmin products in the Fritzsche factory in Seillans.

Later he visited Paris and traveled by motor through the lavender producing regions of Southern France (Drome and Vaucluse). Toward the end of August he went to Madrid and Seville from which centers he visited the essential oil producing regions of Andalusia, leaving Gibraltar for home on August 26.

Dr. Guenther, who is a keen observer of economic conditions, made some very interesting comments on the general situation in Europe and on the perfume raw material industry. He said: "While Germany's troubles are due primarily to the high degree of industrialization and particularly to unemployment especially among the German youth, the situation is more secure and stable in France because France is largely a country with a more agricultural background.

"The French industries most affected by the depression are the steel industry in the northern part of the country, the silk industry in Lyons and the per-

fume and cosmetic industry in Paris and Grasse. Conditions in the Grasse region are quite unsatisfactory since the losses suffered by growers and manufacturers, and the sharp decline in prices, have exerted an important effect upon the industry. Flower oil stocks in France are still large and the price during the last harvest of orange blossoms, roses and jasmin flowers was so low that the growers lost money, and in many cases have discontinued their flower plantations.

"Some of the extensive and beautiful rose and jasmin fields for example have disappeared and have been replaced by grapes and food crops. Generally where the growers depend on hired labor for cultivation and picking of the flowers, the plantations are being discontinued.

"A somewhat similar situation has had its effect this year on the lavender industry. Farmer distillation has increased because the large distillers have found themselves unable to produce oil profitably at present prices.

"In Spain conditions are more satisfactory. In fact, it seems that the revolution has had a salutary effect on economic life. The large estates which have for years been a handicap to Spanish development, are being divided among former tenants and in this way the country is creating an independent farming population. Spain, especially, Andalusia, a potentially rich agricultural country, has suffered comparatively little from the depression, and this immense country, with a population of only 24,000,000, seems to be on the way to greatness after centuries of arrested development. The socialistic tendency of the present Spanish government has brought about increased wages and this, of course, has been extended to the essential oil industry, with the result that higher prices for the leading Spanish essential oils may be expected, depending, of course, on the demand for these products."



VIEWS TAKEN BY DR. GUENTHER. LEFT TO RIGHT: POMPEII; ILE DE ST. MARGUERITE; VILLEFRANCHE

## Continental Can Shares Listed

Common shares of the Continental Can Co. will be listed on the Amsterdam Bourse as a result of a request by Labouchere & Co., N. V., Amsterdam, Holland. Trust & Administratiemaatschappij, Interland, N. V., administrative office of Labouchere & Co., N. V., will handle the listing.

## Notice to Our Readers

Our readers are requested to note that anyone using the name Morton Burns, or Morton Bernstein, and representing himself as being connected with this publication, is acting wholly without authority from us.

We will be under obligation to anyone bringing such representations to our attention.

### Liggett Co. Holds Outing

Department heads of L. K. Liggett Co., New York, and managers of Liggett stores in the Metropolitan area, numbering about 250, enjoyed a day's outing at the grounds of the New York Athletic Club on Travers Island, September 12. Athletic events of all sorts, including swimming, boating and track and field events featured the day in a setting which at once dispelled all thoughts of business from the minds of the pleasure-seekers and enabled them to enjoy their holiday fully.

While the younger element ran and walked off with the majority of the handsome prizes awarded for the display of athletic prowess in the track and field events, it was a veteran who showed the way in the golf tournament in which more than 35 participated. W. C. Watt, vice-president of the company, was the winner, playing over the difficult Winged Foot course in 82 strokes.

An excellent dinner served at the N. Y. A. C. club house on the island topped off the day. In the evening a large number of the men stayed over to attend a series of amateur boxing bouts which were held at the club. A. S. Joseph, auditor of the company, was in charge of arrangements for the outing.

### H. F. Ritchie on Long Trip

Harold F. Ritchie, president of Harold F. Ritchie & Co., Inc., manufacturers' representatives, New York, embarked late last month on a business trip to South America by airplane. The trip will cover approximately 25,000 miles, and will be one of the longest airplane voyages ever attempted by an American business executive. Mr. Ritchie is accompanied by his secretary, John H. Spence; Charles Weedon, vice-president and works manager of J. C. Eno (Canada) Ltd., and J. C. Eno (U. S.) Ltd.; and M. Bressoud, export manager of Scott & Bowne, Bloomfield, N. J.

### Edlund Heads Association Executives

Roscoe C. Edlund, general manager of the American Association of Soap & Glycerine Producers, was elected president of the American Trade Association Executives at its annual convention the week of September 12 in Atlantic City. Mr. Edlund is one of the most progressive of trade association executives, and his many friends among our readers will be pleased indeed to learn of his election.

The convention considered means of improving the service of trade associations to their industries. Among the speakers were Frederick M. Feiker, director of the Bureau of Foreign and Domestic Commerce, who read a message from Roy D. Chapin, Secretary of Commerce. G. A. Renard, secretary of the National Association of Purchasing Agents, was another speaker.



ROS COE C. EDLUND

### Roure Chemist Visitor Here

Dr. Max Roger, chief chemist of the Etablissements Roure Bertrand Fils & Justin Dupont, Paris and Grasse, arrived on the *Lafayette* August 28 for a visit of several weeks in the United States. Mme. Roger, to whom he was married just four months ago, accompanied him.



DR. MAX ROGER

For the last six years Dr. Roger has been in charge of the research departments as well as manufacturing of synthetics and isolates for his company. He has also spent considerable time studying various problems in the field of natural raw materials and has just completed an extensive study of the pyrethrum from which he developed an entirely original process of extraction.

He is making his headquarters with George Silver Import Co., American representative of his house. The principal purpose of his visit is to study arrangements through which several of the company's aromatic chemicals may be manufactured in America under the Roure Bertrand Fils-Justin Dupont processes and under the direct supervision of the house.

### Death of Frank W. Norton

Frank W. Norton, secretary and treasurer of M. W. Parsons Imports & Plymouth Organic Laboratories, Inc., New York, died suddenly at his home in Bloomfield, N. J., September 18 after a brief illness. Mr. Norton apparently had been in good health until a few days before his death, which came as a distinct shock. He was thirty-two years old.

Born in Springfield, Mass., Mr. Norton was educated in the schools of that city and at Dartmouth College. After several years of business experience he joined the Parsons company in January, 1930, as secretary and treasurer, shortly after the death of M. W. Parsons, when the company was reorganized. He was a nephew of the wife of the late Mr. Parsons.

Surviving are his widow and a young daughter, Joan. Funeral services were held at Springfield, Mass., on September 20. Interment was in Westfield, Mass.

### LaWall's Book Translated to Japanese

The historical volume by Dr. Charles H. LaWall, Dean of the Philadelphia College of Pharmacy and Science, "Four Thousand Years of Pharmacy," which has won world-wide approval since its publication, has just been issued in a Japanese translation. This work has been published by Kosei Kaku Publishing Co., Tokio, Japan. The translation was made under the direction of Iwao Hino, of Ayabe, Japan, with the expert assistance of Professor Totaro Shimizu, one of the leading professional pharmacists of Japan.

### Tre-Jur Opens Fall Display

House of Tre-Jur, Inc., has opened its semi-annual display in the McAlpin hotel, New York City, where its new complete line of compacts, soaps and gift sets are being shown buyers in the East. Two rooms on the fourth floor of the hotel are devoted to the new lines, which, arrayed in tasteful fashion on tables about the rooms in a setting of appropriate holiday season decoration, presents a pretty picture to the visitor. The display was opened September 6 and will be maintained until late in November. Tre-Jur has an excellent showroom in its quarters at 19 West Eighteenth street, New York City, but the showing in the hotel is held as a convenience and courtesy to buyers.

Gift sets of the imported "Charvai" soap in delicate pastel shades with packages to match, other combinations of soap and bath salts and soap and dusting powder, novelties and the staple lines of soaps and powders are outstanding in the display, but the principle feature in this Fall's showing is the new line of loose powder compacts just announced by Tre-Jur. They are nicely finished in smartly colored enamel with settings in the center of jade, marcasite or filigree. Samples of private brand goods manufactured by the company complete the display.

Greeting buyers and visitors are A. Mosheim, president; W. E. Craig and S. Koenigsberger.

### Decries Department Store Practice

In a recent issue of *Printers' Ink Weekly*, Raymond Marks, of the Oxalyn Co., declared that if the retail sale of toilet goods in department stores were put on a sound merchandising basis, the toilet goods business as a whole would make a very advanced step forward. He said the department stores, believing the manufacturer of toilet goods is making a fabulous profit, feel that they should get a good part of this profit, and accordingly, instead of paying the salaries of the help behind the toilet goods counters, call them "permanent demonstrators" and make the manufacturer foot the bill.

### Columbia Offers Marketing Courses

Columbia University, New York, is offering a series of courses in marketing under the general direction of Ralph S. Alexander, Ph.D., assistant professor of marketing in the University. Of special interest to our readers is one course on the marketing of drug products by manufacturers and wholesalers, given by Dr. Paul C. Olson, of the Druggists Research Bureau. Particulars may be had from the University or from Dr. Olson at 51 Maiden Lane, New York.

### Babson Sees Business Upturn

The Babson Statistical Organization in its bulletin of September 19 devotes the entire first page to a statement regarding anticipated conditions in 1933. The organization goes on record emphatically as believing that business has definitely passed the lowest point and that a steady improvement will be forthcoming. It points out a number of factors in the situation which indicate that the long anticipated recovery is under way and that it will be well advanced in 1933.

### To Open Cosmetology School

A new department of cosmetology will be opened at the new Mary Miller Vocational School in Minneapolis this fall. Three rooms will be devoted to the course, one for manicuring, another for hair dressing and the third for general treatment.

The new department was decided upon by the school board despite the protests of beauty shop operators who said that the field was overcrowded, there being several hundred girls out of work now in the city. The board was told that many shops prefer to train girls, in their own particular methods. The board voted to spend \$2,000 on equipment and \$250 for beauty preparations.

### Bourguet Back from Abroad

C. H. Bourguet, general manager of Lautier Fils, Inc., New York, returned with Mrs. Bourguet and their son, René, on the *Paris*, August 30, after a visit of about two months in France. Mr. Bourguet conferred with officials of his company, spending considerable time in

Paris and several days in Grasse, and also made an extensive tour of France by motor.

He reports that there has been a slight upturn in business conditions abroad and that the perfume industry has benefited to some extent. Buying of raw materials by the Paris perfumers has increased, and the depression has brought what Mr. Bourguet considers a decided change for the better in certain respects.

The extremely low prices prevailing on natural raw materials of high quality has led to their purchase in more liberal quantities by the perfumers, and hence to an improvement in the quality of the finished products. He expressed the hope that American perfumers would see this unusual opportunity to improve their own products and to create new quality perfumes since practically all of the raw materials necessary for their production are now at levels which have never before been reached.

Regarding the lavender crop in which his company is especially interested, Mr. Bourguet said that it would be very much smaller than normal, but he confirmed the reports which we received from our own correspondent in Grasse to the effect that prices seem unlikely to advance because held-over stocks are still of considerable size and the demand for lavender oil is considerably below normal.

### Kessler Plant in Philadelphia

The Kessler Chemical Corp., subsidiary of the American Commercial Alcohol Corp., has transferred its plant from Orange, N. J., to the premises of the latter company, Delaware avenue and Mifflin street, Philadelphia.



C. H. BOURGUET

### Royal to Expand Line

A full line of creams is to be put on the market about October 1 by the Royal Perfume Co., well-known New Orleans manufacturers. The new items will be a part of the regular "Royal" line of toiletries, and are designed to aid in promotion of a good start for the Winter season.

Business for the Royal company has kept up to all 1931 marks for the first eight months of this year, J. Broussard, president, recently stated. The retail store division has noticed a typical Fall pick-up in sales during the first few days of September.

### Schlienger Visits Trade Here

Emile Schlienger, head of the house of Bertrand Frères, Grasse, France, arrived on the *Paris*, September 19, for a visit of about six weeks to the American market. He is making his headquarters with his American agents, P. R. Dreyer, Inc., and will visit the trade in and about New York, later making a trip through the Middle West.

Mr. Schlienger's comments on the raw material situation are interesting. He says that considerably less *jasmin* was processed than usual, principally on account of the prevailing low prices and held over stocks. Distillation of cultivated lavender was carried on in some volume but the wild lavender was not gathered on account of the condition of the market, and the total crop of lavender oil is likely to be materially less than normal.



EMILE SCHLIENGER

### Perfume Bar in Gimbel's

Intriguing, indeed, is the perfume "bar" in the Gimbel Brothers department store in Pittsburgh, Pa. Equipped with the conventional brass footrail and other fixtures that one recalls out of the dim past, the bar attracts many men and women, some who merely wish to rest their foot in a familiar position and watch the "bar-keep" measure out drams of this and that perfume, but the majority who come to buy expensive perfumes in small quantities. It is said that a great many more men patrons are purchasing perfumes in the store than heretofore. The bar is rectangular in shape and occupies about 100 square feet of floor space in the middle aisle.

### Pioneers in Broadcasting Listed

The first user of the radio for advertising purposes was the Queensboro Corp., which launched its initial program July 7, 1922. Others soon followed, according to a list prepared by the National Broadcasting Co., and toilet goods were first represented when Colgate began on January 13, 1923. This company was closely followed by Lehn & Fink, whose first program went on the air April 11, 1923. At present drugs and toilet goods rank first in the use of this advertising method.

### Chemical Salesmen Close Golf Season

E. A. Orem, with a low gross score of 91, was the winner of the final golf tournament of the Salesmen's Association of the American Chemical Society held at the Maplewood Country Club, Maplewood, N. J., September 13. J. A. Alvarez and R. Brewer finished in a tie for second place with scores of 92, and Mr. Alvarez captured the runner-up position in a play off of the tie.

In the low net match, W. H. Atkins placed first with 107-34-73; F. S. Dubbs was second was 102-28-74, and J. R. Eldridge finished third with 101-26-75. The guests' low gross round was won by George Uhe, whose score was 84, while C. C. Nowland, with a score of 94-23-71, carried off the honors in the guests' low net play. William Barry won the Grand Four Tournament Kickers Handicap, followed by Grant Dorland, J. A. Leppart and B. J. Gogarty, in that order. The following placed in the order named in the kickers handicap for the Maplewood tournament: R. H. Langmeier, J. J. Cudahy, S. S. Urban and H. Boylan.

### Cut-Rate Dealers Threatened

District Attorney William F. X. Geoghan of Kings County, N. Y., has been investigating during the past several weeks charges by operators of cut-rate drug and cosmetic stores of Brooklyn that they are being threatened with violence if they do not raise their prices to conform to lists prepared by an organization said to be in back of the movement. A number of stores which refused to abide by the price list are reported to have suffered broken windows and the explosion of chemical bombs within their shops. The Associated Cosmetic Retailers, Inc., of Greater New York, an organization formed more than a year ago as "mutual protective agency," some of whose members were threatened, brought the movement to the attention of the district attorney.

### Death of William Hosken

William Hosken, president of Hosken & Co., Inc., New York, died suddenly September 15, at the home of his sister in Floral Park, L. I., at the age of 48. Mr. Hosken was born in Cincinnati and after receiving his education in public and private schools, entered the United States Consular service and was stationed in Yokohama, Japan. There he laid the foundation for his business career and gained a thorough knowledge of Far Eastern business methods and conditions which he capitalized later.

Leaving the Consular service in 1910 he became connected with the Glidden Co., Cleveland, and represented this concern in Europe and the Far East. In 1918 he became one of the founders of Ralph L. Fuller & Co., and later with Carl Vietor founded Vietor & Hosken, Inc., taking over Mr. Vietor's interest in 1926 and changing the company name to Hosken & Co., Inc. This company specialized in Far Eastern business and especially in the quinine manufactured by the independent Japanese interests.

Mr. Hosken leaves his widow, the former Miss Maybelle Greear whom he married in 1902. The business which he founded, and which grew to important proportions under his capable and energetic management, will be continued under the direction of his associates.

### Leverhulme Urges Continued Advertising

Delivering his presidential address at the annual convention of the British Advertising Association, which has just been held in Liverpool, Viscount Leverhulme, governor of Lever Brothers, Ltd., advocated the importance in the present trade and financial crisis of a really efficient advertising campaign.

"To secure this," he said, "I contend that thorough investigation and careful planning are essential. If the causes underlying world depression cannot be removed by advertising, at any rate advertising men can realize the essential part which advertising plays in the modern world in stimulating the production of goods and in facilitating their distribution. Our first duty is to maintain our faith in advertising.

"We must avoid, if we possibly can, cutting down our advertising merely because such a course would seem to be the line of least resistance in a temporary difficulty, and secondly, we must study the problem of advertising more thoroughly than ever before to make sure that we are employing its power more efficiently and effectively than ever before."

"Study the individual consumer," was Lord Leverhulme's concluding advice. He spoke, too, of the possibilities among advertising media of the film and the radio, and even of television, "although that lies further in the beyond."

### British Soap Works to Close

One of the biggest British soap works, that of Wm. Gossage & Sons, Ltd., at Widnes, is to be closed down. Widnes is a center that has been badly hit by the policy of rationalization and amalgamation during recent years. It has seen its chemical trade, associated for so many years with the Muspratt family, taken over by Imperial Chemical Industries, and it is now to lose its big soapmaking industry.

The Gossage works has been established there many years, employing a large number of people. From the time of the opening of Lever Brothers' great dock at Bromborough on the Mersey River, the Widnes soap business has been linked with the Lever combine, and latterly, by a process of absorption of orders and workmen, the vast plant at Widnes has been steadily reduced, and it has now been decided to close the works altogether.

C. H. Hamilton, chairman of the concern, states that the shutting down will take place at an early date. It is understood that efforts will be made to place the workers between certain ages with other associated branches of the Lever organization. Others may be given a gratuity, and it is expected those who have reached the age of 55 will retire on pension. This has already been done in a number of cases, while many of the younger workers have been taken on at Crossfields' Soapworks, Warrington, or Lever's works at Port Sunlight.

### Godet Reduces Capitalization

At a recent general meeting in Paris, Les Parfums Godet decided on a reduction of its capital stock from 5,000,000 francs to 1,000,000 francs of "A shares" and 1,000,000 francs of "B shares," making a total capitalization of 2,000,000 francs in 100 franc units.

### Royal Manager Visits Home Office

George Slocum, manager of the Alexandria, La., branch of the Royal Perfume Co., has just left New Orleans after spending several days in consultation with J. Broussard, president of the company. He was accompanied by Mrs. Slocum.

### New Baynard Sales Manager

Baynard Laboratories, Chattanooga, Tenn., makers of toilet preparations and barbers supplies, has advised us of the appointment of Murray B. Smith as sales manager. Mr. Smith has had some years of experience in the industry and is well known to buyers.

### Goby Honored by France

François Goby, of Tombarel Frères, Grasse, France, who is well known through his frequent visits in this



FRANCOIS GOBY

market, has just been appointed a Councillor of Foreign Commerce for the economic district of Marseilles. Mr. Goby has long been active in the promotion of foreign business in perfume raw materials and interested in the general improvement of French export business. He has visited many parts of the world and has never failed to take all possible steps for improving the relations of the French business community with its friends and customers in other countries. Tombarel Frères are represented in the United States by Albert Verley, Inc., Chicago and New York.

### Record Applications at British Industries Fair

The British Department of Overseas Trade reports that record applications have already been received for space at the British Industries Fair, to be held in February, 1933. No fewer than 705 exhibitors have applied for 270,674 square feet at Olympia, London's largest exposition hall, and the Court of Honor at the White City—the two London venues of the Fair. This figure is an increase of 60,000 feet, compared with the corresponding period a year ago. Moreover, 90 per cent of the available space at the Birmingham section of the fair is now let as well.

### Dr. Enderlein Now With Sudbury

Sudbury Mfg. Co., Mt. Vernon, N. Y., has appointed Dr. H. Enderlein, 323 Fountain street, Philadelphia, Pa., as its representative for that territory. Dr. Enderlein was graduated from the University of Pennsylvania with the degrees of B. S. and Ph. G. He is well known in the territory where for years he represented the Belgian Trading Co.

## Chicago Trade Notes

**T**HE Chicago Perfumery Soap and Extract Association and the Chicago Drug and Chemical Association held their last prize golf tournament of the year at the Olympia Fields Country Club on September 13. While the attendance was slightly lower than at the previous tournaments, the members found Course No. 4 plenty tough as the following scores indicate:

### Class A

Elmer Smith, American Aniline Products, 88-7-81.  
H. G. Larsen, Hazel-Atlas Glass Co., 90-6-84.  
A. C. Drury, A. C. Drury & Co., 94-5-89.

### Class B

H. Elwell, Pennsylvania Oil Co., 97-19-78.  
John Buslee, Neumann-Buslee & Wolfe, Inc., 105-25-80.

A. J. Anderson, Richard M. Krause, Inc., 101-20-81.

### Class C

F. C. Robinson, Monsanto Chemical Works, 127-31-96.  
M. V. Pennal, Monsanto Chemical Works, 143-33-110.

### Guests

B. F. Zimmer, Jr., 86-13-73. C. Bilfuss, 88-14-74.  
A. Dedrick, 89-12-77.

The Chicago Perfumery, Soap & Extract Association held its opening meeting of the Fall schedule September 7 at the Hamilton Club. About 29 members attended the luncheon, after which they were entertained with moving pictures, taken at the Association Golf Tournament which was held at the Euclid

Hills Country Club last June. John Beach, of Seeley & Co., New York, was responsible for taking the pictures, and he succeeded in snapping some interesting poses of the boys in their playful moods. After viewing themselves on the tees, in the bunkers and on the greens, some of the members are willing to admit that Bobby Jones is a real golf player.

## Drury Gets "Hole in One"



MR. DRURY LOOKS PLEASED AS WELL HE MIGHT.

A. C. Drury, president of A. C. Drury & Co., recently attained that peak of golfing fame sought eagerly by every player of the Royal and Ancient Game when he made a HOLE IN ONE on the links of the Beverly Country Club. Coming up to hole No. 6, which is a par three and a tough one at that with a distance of 187 yards from tee to cup, Mr. Drury put a fine No. 3 iron shot smack on the green about eight inches from the pin and the ball rolled straight into the cup. His card for the 18 holes totaled 79, and during the season he has been consistently around that figure or better showing that the hole in one was by no means one of those accidental affairs from which many golfers have profited.



CHICAGO GOLFERS AT THEIR FINAL TOURNAMENT

1. G. Elliott, H. G. Larson, C. Bilfuss, G. M. Van Kirk. 2. Ray A. Morris, A. J. Anderson, M. V. Hammond. 3. John Buslee, F. T. Robinson, C. A. Hammond, M. V. Pennal. 4. Joseph A. Gauer, B. F. Zimmer, Jr. 5. W. H. Jelly, Dr. C. F. Recop, H. B. Elwell, A. J. Anderson.

### Drug Men's Fall Meeting

The Chicago Drug & Chemical Association has announced its opening meeting at the Hamilton Club on Thursday, September 29, at 12.15 P. M., and regular meetings will be held on the last Thursday in each month, thereafter. A membership drive is now in progress, and all members accepted before the opening meeting will be eligible to attend the annual Christmas party.

### Rossville in New Quarters

The Rossville Commercial Alcohol Corp. has moved its offices and warehouse to larger quarters and now occupies considerable space at the North Pier Terminal, located at 365 East Illinois street. The new telephone number is Delaware 4940.

### N. H. C. A. Holds Cruising Convention

Featured by an unusually constructive educational program and a large, representative attendance, the twelfth annual convention of the National Hairdressers Cosmetologists Association was held aboard the Great Lakes steamer *Noronic*, September 10 to 16. All sessions were held on the ship which stopped over a day each at Toronto, Rochester, Buffalo, Erie and Cleveland, at which points members of the trade in those cities attended the sessions. The boat sailed from Detroit on September 10.

Lectures and demonstrations played the leading roles in the convention sessions, while the entertainment program provided every one with an enjoyable six days. A masquerade ball, grand ball, mock trial and deck games were held on board the ship, and during the stopovers at the various cities special programs were provided. Among the demonstrations and lectures presented were:

"Featuring the Park Avenue Coiffure," by Louis Parme, New York City; "We Make a Profit on Every Manicure in My Shop," by Agnes Schmitt, Lincoln, Neb.; "Modernizing the Marcel," by Richard Klein, Detroit; "Diagnosis of Different Dyes," by Max Hoefer, Chicago; "Styling and Treating White Hair," by Marc Gartman; "Electrolysis—a Profitable Department in Every Shop," by Elizabeth Myers, Mason City, Iowa; and "The Complimentary Make-Up Sells Cosmetics," by Margaret Condos. An exhibit of new products was another feature of the convention.

### Henry C. Trumbower

Henry C. Trumbower, vice-president of John Wyeth & Brothers, manufacturing chemists, Philadelphia, died in Chicago September 1 following a heart attack. He was en route to the West Coast on a business trip and suffered the attack while spending the night in a Chicago hotel. He was 65 years old, and had been associated with the company for 40 years. Surviving him are a son, Stuart, and a daughter, Mrs. Marion Reinhart, both of Philadelphia. Funeral services were held Sept. 5 at Trumbauersville, Pa.

### Valuable Friendship

Friends are all different and fortunately so. There are no "doubles." Lose a friend and you have lost something that cannot be replaced.—*The Silent Partner*.

### In Memoriam for Departed Friends

BURNETT, HARRY, treasurer of Joseph Burnett Co., Boston, September, 1927.

COLGATE, COL. AUSTEN, vice-president of Colgate & Co., at Barnegat Bay, N. J., September, 1927.

COLGATE, RICHARD MORSE, of Colgate & Co., New York, at West Orange, N. J., September, 1919.

CRUSELLAS, RAMON, founder of Compañia Nacional de Profumeria, Havana, Cuba, September, 1921.

DODGE, FRANCIS E., honorary president of Dodge & Olcott Co., Rumson, N. J., September, 1926.

GIESE, AUGUST O. L., founder of August Giese & Son, New York essential oil house, September, 1924.

KRANK, ALFRED J., president A. J. Krank Mfg. Co., St. Paul, Minn., September, 1928.

MORGAN, GEORGE FREDERICK, JR., vice-president of Enoch Morgan's Sons Co., soaps, New York, September, 1921.

OLCOTT, GEORGE MANN, president of the Dodge & Olcott Co., New York, September, 1907.

REED, JAMES V., vice-president, The J. B. Williams Co., Glastonbury, Conn., September, 1931.

ROBERTSON, JOHN T., veteran Connecticut soap manufacturer, on the liner *Olympic*, September, 1922.

SHOEMAKER, CLAYTON F., SR., founder and former senior partner of Shoemaker & Busch, Philadelphia, September, 1928.

STECHE, FREDERICK W., Cleveland, O., head of Pompeian Co., September, 1917.

WHEATON, DR. T. C., president, the T. C. Wheaton Co., Millville, N. J., September, 1931.

WILL, ALBERT JOHN, president, Will & Baumer Candle Co., Syracuse, N. Y., September, 1926.

### Adam Nebel, Sr.

Adam Nebel, Sr., who was in the employ of Louis Dejonge & Co., New York, for 45 years, died at his home in Stapleton, Staten Island, N. Y., last month. He was connected with the Dejonge Clifton mill on Staten Island, and was said to be the oldest employe of the company.

Born in Germany in 1863, Mr. Nebel came to this country at an early age. He was a member of the Steuben Society, two German singing societies and a German shooting club. Besides his widow, he leaves two sons, Adam, Jr., and Peter Nebel.

### Albert Gardner Robinson

Albert Gardner Robinson, former treasurer of the United States Industrial Alcohol Co., author and newspaperman, died August 30 in his rooms, at the Chemists Club, New York City, where he had lived for more than 15 years. He was 77 years old, and had been ill for about two weeks.

Mr. Robinson became prominent in the newspaper world through his journalistic activities during the Spanish-American War. He also served as correspondent in the Philippines during the uprisings there, and later was stationed in Washington. It was while

in Cuba that he met Horatio S. Rubens, at present sole survivor of the Cuban revolutionary junta, who was president of the United States Industrial Alcohol Co. Mr. Robinson joined the company in 1912, and served as its treasurer until 1927 when he retired.

He was a member of the Cosmos and National Press Clubs, Washington; the Harvard Travelers Club, Boston, and the Century and Chemists Clubs, New York of which he was treasurer from 1921 until 1928.

\* \* \* \*

#### James Wood Johnson

James Wood Johnson, president and one of the founders of Johnson & Johnson, surgical supplies manufacturers, New Brunswick, N. J., died September 1 aboard the *Majestic* on his way home from a visit to Scotland. He was 76 years old and had been in poor health for several years.

Besides his widow, the former Carolyn MacBain, of Paisley, Scotland, he leaves two daughters, Mrs. Nicholas G. Rutgers, Jr., and Mrs. Sydney B. Carpenter; a brother, Edward M. Johnson, and a sister, Mrs. D. C. Kenyon.

#### New Equipment and Installations

*Under this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.*

A new one-gallon automatic water still for laboratories has just been announced by the F. J. Stokes Machine Co., Philadelphia. This still, the company states, has several novel and unique features, which, it is said, are responsible for the exceptional quality of the distilled water it produces.

"This still is of compact design and attractive appearance. Included in its special features are the 'pyrex' cover which permits observation of the operation of the still at all times and facilitates cleaning, the triple vapor baffle which causes the steam to reverse direction three times before it reaches the condenser tube and thus acts as an effective entrainment separator, the solid block-tin condenser tube and funnel, the hot-well where gases and volatile impurities are released before actual distillation begins, and the deconcentrator or 'bleeding' device which constantly draws off a small amount of boiling water, thus reducing foaming and scale formation by keeping to a minimum the concentration of impurities in the boiling chamber. This last feature is vital in hard water districts, and in all cases helps to maintain the purity of the distillate, keep up the capacity of the still and lengthen the intervals at which cleaning is necessary.

"The still comes in three models: steam, gas and electric. The electrically-heated model has a new, patented, embedded type heating unit of large area and low watt density which reduces its operating temperature and lengthens its life. A simple easily replaced fuse prevents the heating element from burning out, not only if the still runs dry but also, as is more likely to happen, if the operating temperature rises above a certain point because of the accumulation of scale.

"Other features of this still are the black 'crackle'

finish and chromium plating which add to its appearance, the heavy copper, solid block-tin and pyrex used in its construction which add to its durability, and its ease of installation, operation and cleaning. Wall bracket and floor-stand types are available.

"A folder describing this new still in detail has been prepared by the manufacturer and will be sent upon request."

#### Book Reviews

*(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth Avenue, New York.)*

#### New Edition of Winter

HANDBUCH DER GESAMTEN PARFUMERIE UND KOSMETIK  
—Dr. Fred Winter, Wien. Second Edition. Published by Julius Springer, Vienna. Price \$20.00.

The first edition of Dr. Winter's excellent book was published in 1926. We reviewed that edition and gave unstinted praise to the work. Now, after carefully perusing the second edition, we are of the opinion that it is a decided improvement over the first one. Dr. Winter may be assured that this new edition will have an even more successful reception than the previous edition.

The fundamental reason for the excellence of the book may readily enough be found in certain statements which Winter makes in the introduction. To him, perfumery (in which term he includes cosmetics as well) is an art which requires devotion, tact, considerable patience as well as pleasure in doing creative work. That the author possesses all of these qualities the book testifies eloquently.

Winter's *Handbuch* comprises 997 printed pages, 6½ by 10 inches each. The print is very clear and easy to read; the make-up of the publication is very good, indeed. It is thus far available only in German.

The material is divided into four general parts, namely: 1. The Raw Material of Perfumery and Cosmetics. 2. Practical Perfumery. 3. Toilet Soaps. 4. Applied Cosmetics. Of these the largest amount of space is given over to the part of practical perfumery, the other three parts being accorded an about equal amount of space each.

The part on raw materials is subdivided into two chapters, one on odor materials and one on various other raw materials used in the industry. Among the material under the latter heading, we note with interest a discussion of the use of hormones in cosmetics. Under the discussion of so-called "nourishing" creams, the question of the activity of these newer substances is developed even more fully.

Part two, headed "Practical Perfumery" is subdivided into the following chapters: (a) Studies on the elementary forms of cosmetic preparations, (b) secondary methods (Winter includes under this heading chapters on the conservation and coloring of cosmetics, the preparation of tinctures and other solutions; also a chapter on fruit ethers), (c.) methods of manufacture and formulæ. Winter has not failed to include in these chapters discussions of some of the newest materials used, such as that of triethanola-

mine and its stearate and oleate. Nor has glycol and its stearate been overlooked. The instruction which Winter gives as to the use of these substances is of the greatest possible interest to manufacturers at the present time.

The chapter on manufacture and formulæ is very comprehensive; formulæ are numerous and useful to the novice as well as to the experienced compounder. Nothing appears to have been overlooked.

The third part of the book, devoted to toilet soaps, is subdivided into chapters on theoretical considerations, raw materials, practical soap manufacture and review of soap analysis. The information given is authentic; particular emphasis is placed upon the perfuming of soaps and some excellent hints are given as to how to improve that particular part of soap production.

The last part of Winter's book is headed: Applied Cosmetics. We should prefer to call it "Cosmetic Therapeutics," since it deals essentially with the therapeutic action of cosmetic preparations. It is but natural that a certain amount of duplication of material must take place when the manufacture and therapeutic action of a preparation are discussed in separate chapters. The chapter is subdivided, as follows: (a.) Cosmetic Pharmacology. (b.) Methods of Practical Cosmetics. In that first chapter, Winter discusses the therapeutic action of various substances used, and the therapeutic effect of essential oils, while the second chapter is devoted to the discussion of subjects, such as care of face and skin, avoidance of sunburn, mouth and tooth preparations, care of lips, of hair, of feet, of arm-pits; remedies against warts, corns, black-heads, etc.

In the humble opinion of the reviewer, Winter's *Handbuch* is excellent and should find an important place in the library of everyone interested in the perfume or cosmetic industry. We congratulate the author on the production of a book which both from a scientific point of view as well as from a practical point of view reflects credit upon him as well as everyone connected with the art of producing first class perfumes and cosmetics.

DR. C. P. WIMMER.

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### Skin Troubles and Their Treatment

RATIONAL PHARMACEUTICAL TREATMENT OF COMMON SKIN DISEASES, by Herman Goodman, B.S., M.D. 348 Pages, Cloth, 72 Plates and Illustrations. Medical Lay Press, New York, 1932. Price \$10.00.

The author prepared this work as a textbook for physicians. In his introduction, he points out that the average general practitioner is woefully lacking in a knowledge of dermatology. He then develops this theme by carefully outlining each abnormal condition as an aid to diagnosis.

Thus far, the work will appeal to physicians only, but these portions in fact constitute by far the smaller part of the book. As each condition is considered, carefully thought out and clinically tested remedies and palliatives are prescribed, many, if not all, of which should be of interest to the manufacturer of cosmetics.

It is, of course, unnecessary to point out here that not all of the remedies and prescriptions may be directly applicable to toilet preparations, but there is scarce-

ly one of them which cannot be so adapted by the ingenious chemist and manufacturer seeking to place corrective preparations on the market. That Dr. Goodman intended such a result is impossible. He shares the physicians' defensive reaction to self medication. But the fact remains that his book can be so utilized, and, in this reviewer's opinion, to great advantage, not only to the manufacturer of cosmetics, but to the rationalization of the entire field of corrective cosmetology.

In general, the book is a full exposition of the science of dermatology. One or two omissions might be pointed out, explained doubtless by the fact that a conservative physician hesitates to include in a scientific work, remedies, the value of which is not thoroughly proven. For example, chlorthymol is not mentioned as an antiseptic or specific in certain conditions for which it would seem to have a legitimate and important use. The higher alkyl resorcinols on which much excellent work has been done by pharmaceutical researchers are also omitted. These do not affect the general quality of the work or its usefulness to physicians or cosmetic manufacturers. That usefulness should be considerable.

S. L. M.

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### Two Books on Beauty

BE BEAUTIFUL, by Edith Porter Lapish and Flora G. Orr, 164 Pages. D. Appleton & Co., New York, 1932. Price \$1.50.

GOOD LOOKS FOR GIRLS, by Hazel Rawson Cades, 190 Pages, Harcourt, Brace & Co., New York, 1932. Price, \$2.00.

There is a great deal to say for the education of users of cosmetics by any means which can be taken to bring about that desired end. Recently, there have been a number of popular books on the subject, of which the two mentioned in our heading are the latest. We may be permitted to wonder how lucrative they are to the publishers in view of their great number and the fact that education is being accomplished in many other ways as well, but we shall not deny their value.

The two here reviewed are of radically different character. In fact, the possession of one does not argue that the other should not also be purchased and studied. Miss Cades, whose reputation as an expert is secure, devotes comparatively little space to cosmetics in her work. They are handled in more or less incidental fashion and as an adjunct rather than the prime requisites to beauty. Their importance is stressed, but not unduly, a method which to this reviewer seems better calculated to stimulate their use than too great emphasis. She writes well, knows her subject and makes it interesting.

The other book is more frankly devoted to cosmetic aids to beauty, with other means, not neglected, but somewhat subordinated. It will be of more interest to the manufacturer than the former. Neither work, however, is of prime interest to manufacturers, excepting possibly as recommended reading for sales people, demonstrators and the ultimate consumer where both might occupy a respected if not important place.

S. L. M.

## Circulars, Price Lists, Etc.

**Italian Institute of Exports, Rome, Italy, through the Royal Italian Embassy, Office of Commercial Attache, New York.**—*"The Italian Essential Oil and Perfume Industry."*—This pamphlet gives in condensed form all of the principal facts concerning the Italian perfume and essential oils industries required to form an accurate judgment regarding the size, scope and importance of these enterprises. It opens with a brief statement regarding the origin and growth of the industry, tracing it to the Etruscans who originated it and carrying it through the period of the Roman Empire, when considerable development took place, to the 16th Century when it arose to great importance, especially in the vicinity of Florence which gained world fame through its contributions to the perfumers' art at that period.

The present position of the industry shows 552 establishments devoted to it with a capital investment of over 100,000,000 lire. Of these, 321 are located in Sicily, 64 in Lombardy, 37 in Piedmont, 34 in Calabria and the remainder scattered through 12 other provinces. The industry employs over 6,000 workmen, while the output of essential oils amounts to about 1,300,000 kilos annually. Data regarding the output of perfumes and cosmetics is lacking.

Of great importance, of course, especially in world trade, is the citrus oil industry of Sicily, Calabria and a part of Latium. A considerable proportion of the report on production is devoted to this group of products whose production is estimated at 200,000 kilos of bergamot, 700,000 kilos of lemon, 100,000 to 150,000 kilos of sweet orange, 20,000 kilos of bitter orange and 8,000 to 10,000 kilos of tangerine oils annually.

Peppermint is discussed at considerable length, the report mentioning that 60 enterprises for distillation of peppermint now exist in Piedmont with an average output of 50,000 to 60,000 kilos of oil each year. Lavender produced in Piedmont and Liguria attains a production of 10,000 kilos per year and is considered a growing industry. Orris is an important crop and, while most of it is exported in the form of root, two plants are preparing oil and concrete and this industry is being developed.

Flowers for extraction are being cultivated in numerous places and Italian floral products now include rose, jasmin, tuberose, cassie, narcissus, verbenas, Parma violet and others. Numerous aromatic essential oils are also manufactured, including tansy, angelica, caraway, calamus, juniper, bay and many others, although their production has not attained very considerable proportions as yet.

Another section is devoted to oils manufactured in the Italian colonies, a development which is being stimulated by careful research and encouragement on the part of the government.

Blended oils for flavors and perfumes and the actual production of perfumes and cosmetics are treated in an important section. There are now 134 plants manufacturing finished perfumes centered principally in Milan, Parma, Bologna, Pisa, Florence, Turin, Naples, Padua, Venice, Genoa and a few other points.

Encouragement and regulation of the industry by means of legislation have been a feature of recent development. First efforts along this line were made as

far back as 1897, but under the present Fascist regime important progress has been made in standardization of quality and encouragement of production by the government.

The report closes with a tabular presentation of exports of Italian oils in recent years. They show, of course, that the citrus group is by far the most important from the standpoint of world trade. Great Britain and the United States are Italy's principal customers for essential oils and perfume materials, with France, Holland and Germany ranking below them in the order named.

The production of synthetics and derivatives has recently been undertaken in Italy, and numerous products are now being manufactured which were formerly imported from Germany, France, Switzerland and to a lesser extent from the United States. A growth in this section of the industry is confidently expected, which will include the establishment of more factories and the addition of many more products to the list of those manufactured.

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**Richard Hudnut Sales Co., Inc., New York City.**—*Holiday Creations and Price Lists.*—This company, which is the exclusive distributor in the United States for the products of Richard Hudnut, has issued an attractively printed folder featuring Hudnut holiday items. Accompanying it are three price lists, one devoted to the "Du Barry" line, a second to the "Gemey" line and a third to the general line of products manufactured by the company. In the folder, illustrated in soft, pleasing colors, are some of the outstanding holiday creations by Hudnut, including "Le Début" compact, "Three Flowers" gift sets, "Marvelous" combinations, "Deauville" compacts, vanities, perfumes, toilet waters and bath preparations.

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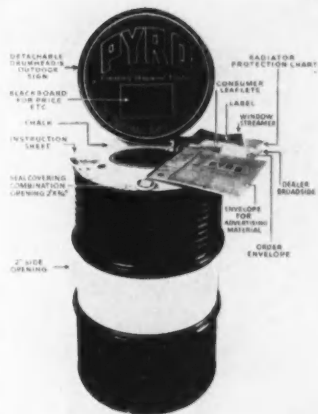
**Anchor Cap & Closure Corp., Long Island City, N. Y.**—*Circular.*—This circular tells in a chatty style the need for good looking and substantial closures for packages, and is illustrated with pictures of various types of the company's closures. An attached business reply envelope states that the company will send to interested parties suggestions to aid them in designing their packages.

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**American Management Association, New York City.**—*"The Management Review," September, 1932.*—A most interesting article by Earl Turner, manager of the Automotive Electric Association, on the subject of trade associations and their functions appears in this issue. Mr. Turner points out that the trade association is a distinct form of business organization vitally different in its methods and functions from other forms. He discusses at some length the relation of the association to national economic planning such as is set forth in the so-called "Swope Plan."

Activities against the predatory price cutter are next taken up and the writer indicates the part which the trade association may take in this matter as well as in the problem of chain stores. He shows that membership in an association is no guarantee of aid or protection unless the member takes an active interest and part in the organization's activities.

**U. S. Industrial Alcohol Co., New York.**—*Circular on new double head drum.*—The company is now shipping its anti-freeze alcohol in a new double head drum. This permits the automatic shipping of dealer advertising matter with the drum itself. The double head provides a waterproof cover to protect the advertising material and is detachable so that its inside surface forms an attractive lithographed metal sign 24 inches in diameter. This device is exclusive with the company. Rapid plans are being made to capitalize this and other features of the company's service during the coming anti-freeze season.



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**Antoine Chiris Co., New York, N. Y.**—*Catalog.*—The company has recently issued its catalog for the month of September containing prices of the various products which it manufactures. Prices are given for natural perfume products, essential oils, perfume chemicals, synthetic specialties, substitutes for natural odors, absolus and baumaromes, perfumers' exotics and tinctures, distilled floral waters, olive oil, oleo resins, vanilla beans, concentrated and extra concentrated fruit extracts, non-alcoholic fruit pastes, imitation flavors, certified colors and others. On the back cover of the catalog is a photograph which shows in clear detail the huge factory of Etablissements Antoine Chiris, parent company, in its pretty setting in Grasse, France. In the catalog the company states that those who require assistance in solving problems for the perfuming of their products are cordially invited to consult its "Special Service Department," 147 Waverly place, New York City.

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**Morel Laboratories, Inc., New York City.**—*"Your Face Is in My Hands."*—This is a very entertaining little book written by Adele Morel, whose preparations are being made and sold by the company. It discusses beauty treatments and their value in a very informal and at times racy style quite different from the usual beauty talk. Two chapters are devoted to the importance of beauty culture in short story style. Two more are given over to the Adele Morel preparations and their use. The book is bound in light blue cloth and has received a number of splendid reviews in popular publications.

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**Innis, Speiden & Co., New York City.**—*Price List.*—The September price list of the company's chemicals, waxes and gums is nicely illustrated with photographs of the Isco plant at Niagara Falls, N. Y., and a group of a number of its products.

**Armstrong Cork & Insulation Co., Lancaster, Pa.**—*New Line of Metal Caps.*—"A complete line of inexpensive metal screw caps for wide and narrow mouth ware has been announced by the Armstrong Cork & Insulation Co., Cork Division, Lancaster, Pa. With the addition of this type of cap, the Armstrong closure line now contains all of the leading types of closures, corks of all kinds, molded ('Artmold') screw caps and jar covers, crown caps, brass ('Artmetal') screw caps and bands, embossed top corks, rubber stoppers, cap liners and various types of applicator closures. The new line of Armstrong's metal caps includes both single shell and double shell types to fit the G. C. A. No. 425 finish. They are available in standard stock designs of various colors, and can also be supplied in special decorations."

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**Martha Matilda Harper, Inc., Rochester, N. Y.**—*Catalog of the Harper Method Training School.*—A prospectus of the Rochester school which serves as a training base for young women in the "Harper Method" of beauty culture, this booklet of 20 pages also describes the method founded in 1888 by Martha Matilda Harper and touches the highlights in the business career of this woman who has contributed so much to the scientific treatment of the skin and hair. It is complete in every respect, giving the curriculum of the school, the tuition and living expenses of the students and a discussion of careers in prospect for graduates. It is nicely illustrated with every day scenes in the school and photographs of graduating classes, Harper convention groups and members of the company.

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**Owens-Illinois Glass Co., Toledo, O.**—*Modernized Perfume Flaconette.*—"Distinctive modernized design has reached a high point in the new petite perfume flaconette just announced by the Owens-Illinois Glass Co., Toledo, Ohio. The new container, designed by E.



W. Feurst, is especially adapted to use as a perfume flaconette for the purse. Its handsome molded cap closes the container securely against leakage and at the same time contributes to distinctive, pleasing appearance. These petite flaconettes should be particularly interesting to perfume manufacturers desirous of presenting a new item in a smart new package."

**Neuman-Buslee & Wolfe, Inc., Chicago.**—*Wholesale Price List, Sept. 1, 1932.*—The company has issued its regular monthly price list of raw materials for manufacturers of soaps, perfumes, toilet specialties, extracts, confectionery, biscuits, stock foods, disinfectants, proprietary remedies, barbers supplies, bakers specialties, condiments and preserves. Space in the folder is devoted to descriptions of "Nebusol," a solvent for use in the preparation of flavors, and "N. B. W. Ko-Ko-Nut" flavor.

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**Fritzsche Brothers, Inc., New York City.**—*Wholesale Price List, Sept., 1932.*—This is the company's regular catalog of wholesale prices for essential oils, synthetic flower oils and specialties, aromatic chemical preparations, compounded aromatic bases, flavors and specialties which it supplies to the trade. An insert announces "Fritzbros Lime Concentrate," a lime flavoring which completes the "Fritzbros" concentrates group introduced earlier in the year.

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**General Drug Co., New York.**—*Circular on "Citronal S."*—This circular describes the new "Agfa" product, "Citronal S." and quotes at length from an article on this material by Dr. Albert Ellmer. The article discusses the lemon-like odor so desirable in many products and recommends "Citronal S." as suitable for securing this note.

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**American Colortype Co., New York, N. Y.**—*Pencil and Press.*—This folder, which serves as a contact between users of printed matter and the company, is printed very attractively in color, showing an example of the type of work produced by the firm.

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**Compagnie Parento, Inc., Croton-on-Hudson, N. Y.**—*New Price List.*—The company is preparing a new price list of aromatic chemicals which will be available for distribution as this issue reaches our readers. Copies may be had by applying to the company at Croton or to its New York office.

### New Incorporations

**Compania de Cosmeticos, Ltd., Ridgefield Park, N. J.,** manufacturer of perfumes and cosmetics, 2,500 shares common stock.

**New Jersey Soap Co., Inc., Jersey City, N. J.,** manufacturing perfumes, soaps, \$125,000. Matteo Ivaldi, Woodcliff; Bartholomew Bennett, Union City, and Grace O'Brien, Jersey City.

**Hafsoo Products Co., East Bloomfield, N. J.,** soaps, \$10,000.

**Marvay, Buffalo, N. Y.,** cosmetics, \$5,000.

**H & H Cosmetics, Inc., Jersey City, N. J.,** 500 shares common stock.

**Coquette Cosmetic Stores, Paterson, N. J.,** manufacturing cosmetics, \$125,000.

**Ybry, Inc., Wilmington, Del.,** perfumeries, toilet powder, 30,000 shares common stock.

**Primrose House Sales Co., 400 Madison avenue, New York City,** cosmetics, \$2,000.

**Mador, Inc., 11 East Austin avenue, Chicago,** manufacture and deal in drugs, chemicals, cosmetics, etc., 2,000 shares non par value stock. Incorporators: E. C. King, A. B. Krick and E. J. Hockstad.

**Samuel Miller Soap & Chemical Products, 303 Fourth avenue, New York,** 100 shares common stock.

**Easson's Soap, Inc., Portland, Ore.,** manufacture and sell soap, \$25,000. J. L. Easson, Marion F. Butler and Joe Johnson.

**Preferred Toiletries, cosmetics, \$5,000. M. Kern, 26 Court street, Brooklyn.**

**Mehron, cosmetics, \$5,000 pf., 200 shares common stock. J. M. Lesser, 1450 Broadway, New York.**

**Boyce Extract Co., foot of Joralemon street, Brooklyn, cosmetics, \$1,000.**

**Father & Son Hair Tonic, Binghamton, N. Y.,** drugs, 100 shares common stock.

**Pliny, cosmetics, 120 shares common stock. C. Greenwald, 223 Broadway, New York.**

**Laxseed Co., cosmetics, \$25,000. L. D. Freund, 38 Park Row, New York.**

**H. R. Laboratories, 8 East Fifty-seventh street, New York, cosmetics, \$200,000.**

**Beau-T-Wave, 127 Fifth avenue, New York, hair goods, 200 shares common stock.**

**Gramercy First Aid Corp., cosmetics, \$10,000. Sterling & Sharison, 217 Broadway, New York.**

**Dentoza, toilet articles, \$50,000 pf., 500 shares common stock. G. A. Ferris, 10 East Fortieth street, New York.**

**L. Harold Brodrick, 500 Fifth avenue, New York, selling agency, \$10,000.**

**Empress Cosmetics, 200 shares common stock. J. L. Hochman, 36 West Forty-fourth street, New York.**

**Rea Rita Paper Co., 358 Fifth avenue, New York, cosmetics, \$10,000.**

**Bost Toothpaste Corp., 10 East Fortieth street, New York, \$1,000.**

### Business Troubles

**Empress Manufacturing Co., Inc., 915 Broadway, New York City, cosmetics.** The Irving Trust Co. has been appointed receiver.

**Joseph C. Gustaveson, 151 West Fifty-fourth street, New York City, cosmetician.** Liabilities, \$58,274; no assets. Laura Dayton Denby, as executrix under the will of Louise Stewart, is listed as a creditor for \$50,000 on an unliquidated claim evidenced by a suit pending in the Supreme Court.

**Bakst Brothers, 21 Green street, New York, druggists, compositions confirmed.**

**Fayro Sales Co., 354 Broadway, New York, bath salts, by Hampton, Weeks & Marston, Inc., on a claim for \$16,577.** The members of the firm are listed as James M. Marner and Michael Sloman. The Irving Trust Co. has been designated receiver by Judge Cox.

**Facette Cosmetic Shoppe, Inc., 2149 Nostrand avenue, Brooklyn, retail cosmetics, has assigned to Joseph P. Schoenberg, 44 Court street, Brooklyn.**

**Goldie Pitch, trading as Claire Cosmetic Shop, 6701 Bay parkway, Brooklyn, retail cosmetics, has assigned to Irving Swirsky, 89 Herzl street, Brooklyn.**

**F. & W. Grand 5-10-25 Cent Stores, Inc., 906 Broadway, New York. Liabilities, \$4,131,138; assets, \$9,709,999, main items being stock, \$2,377,350; fixtures, \$3,449,076, and stock in affiliated companies \$2,005,221.**

**Bersimo, Inc., 16 West Forty-sixth street, New York, hair dyes, by Ever Ready Label Corp., for \$318; Isaac Mann, \$130, and The Great Island Corp., \$614.**

# Canadian News and Notes

## Canadian Perfumers Meet

THE Ontario section of the Canadian Perfume Manufacturers Association held the first of a series of monthly luncheon meetings in a private dining room of the Royal York hotel, Toronto, at noon, Aug. 30, with an attendance of 40. President John R. Kennedy, of United Drugs, Ltd., was in the chair and others in attendance were:

Fred Hodder, C. M. Prescott and P. C. Soules, A. E. Long Co., Ltd.; R. W. McLarty, R. W. McLarty, Ltd.; A. W. Powell, Norda, Ltd.; Harry Donnelly and Ken Specht, American Can Co.; Walter N. Campbell, Stuart Bros. Co., Ltd.; A. J. Burke, Helena Rubinstein, Ltd.; J. O'Hagen, THE AMERICAN PERFUMER; W. Cahley, Jones Bros. of Canada; J. W. Patterson, Stanley Mfg. Co., Ltd.; H. F. McDermott and Frederick C. Breeze, W. J. Bush & Co. (Canada), Ltd.; W. C. A. Moffatt, Drug Merchandising; J. M. Catto, Soaps-Perfumes, Ltd.; J. R. Kennedy, United Drug Co.; A. P. Taylor, Soaps-Perfumes, Ltd.; E. N. Jewell, Orleis Products Trading Co.; W. L. Linton, Northrop & Lyman Co.; W. F. Wilson, Anchor Cap Co.; J. O. Deegan, Anchor Cap & Closure Corp. of Canada, Ltd.; Sam Harris, Harris Litho Co.; Robt. Dunlop and Chas. W. Stephens, Dominion Paper Box Co., Ltd.; D. N. Sayer, Lever Bros., Ltd.; R. R. Corson, Rolph R. Corson, Ltd.; J. S. Valentine, Oxzyn Co., New York; N. F. Dane, Elizabeth Arden; T. A. McVillivray, Yardley & Co.; W. Singer, Collapsible Tubes Co., Ltd.; F. A. Fielder, The Fielder Paper Box Co., Ltd.; H. J. Willcock, Campana Corp., Ltd.; C. M. Brodie, A. E. Long & Co., Ltd.; E. J. Reed, Thayer Perfumer, Ltd. & F. W. Fitch Co.; J. Robt. Ferrell, Morana, Ltd., and J. J. Connors, J. J. Connors.

In opening the meeting president Kennedy intimated the object of the organization and particularly the aims for this year, which were: (1) Elevate the standard for our goods, so they will be the equal of the best and that Canadian perfumes and kindred lines may be depended upon for first quality, the Canadian label being the standard for this quality; (2) cultivate a kindly, friendly feeling among all branches of our business—those to whom we sell and those from whom we buy; (3) monthly meetings like this, with a speaker to tell us what he or she thinks of our organization and our goods, pointing out our defects as well as praising our virtues and the merits of Canadian-made goods; (4) give backing to our officers in all that appertains to the betterment of our organization; (5) present a united front whenever it is found necessary to go before the Government with any appeal or suggestion.



J. M. CATTO

The president reported 18 new members received since the French River convention. He also introduced A. P. Taylor, president of Soaps-Perfumes, Ltd., as the "dean of the industry in Canada." In fact there were two of them, Rolph Corson being the other, but Rolph was not so old as Mr. Taylor.

Mr. Taylor complimented the association in having such an organizer as John Kennedy, but he was not the speaker of the day, and he would best introduce Capt. J. M. Catto, late of the flying corps.

Captain Catto's talk was based on his recent trips to Europe, where, combining business and pleasure, he had visited the soap and perfume markets and industries of Western Europe. He told of his reception in England, where before he could get any information, he was wined and dined until it was hard to distinguish what were the points of information he was most in need of. The talk was interspersed with wit and wisdom.

At the September meeting the speaker will be Addington Doolittle, President of Compagnie Parento, Croton-on-Hudson, N. Y., who will show some moving pictures of Southern France. October's speaker will be Thornton Purkis, expected back from Russia in September, who will speak on that country and his trips. The November meeting will be in charge of the paper-box manufacturers, who will announce the program later.

## Entertainment for Visiting Pharmacists

A good program of entertainment featured the amusement part of the joint convention of the Canadian and American Pharmaceutical Association. The delegates were welcomed the opening night by addresses from the Hon. George S. Henry, Premier of Ontario, and W. J. Stewart, Mayor of Toronto. Dancing took place from 9 until 2 A. M. The next day a joint banquet of all organizations and visitors was addressed by Rev. Dr. H. J. Cody, president of Toronto University. A moonlight excursion on the steamer *Dalhousie City* was held on the following day to Port Dalhousie, Ontario. A concluding feature was a farewell carnival held in the convention hall, with dancing, entertainment features and a buffet lunch.

## Frosst Planning Winter Trip

Charles E. Frosst, of the Montreal firm of Charles E. Frosst & Co., manufacturing pharmacists, has spent most of the Summer at his country home. He came back to Montreal for a couple of days at the beginning of September and then returned. He is very fond of vacationing in the British West Indies in the Winter months and plans to make a trip in search of continual sunshine when the cold weather sets in in Canada.

## Adolph to Represent Patterson

J. N. Adolph, Vancouver, has been appointed British Columbia representative of Thomas E. Patterson & Co., Canadian distributors of toiletries and drug sundries. Mr. Adolph succeeds E. R. Hall who is in charge

of the head office of the company in Winnipeg, a position formerly held by Thomas E. Patterson, who is retaining his interest in the company, but has resigned the managership of the head office.

#### "Phunsters" at Pharmaceutical Convention

Holding high offices in the "Grand Army of Pharmo-Phunsters" for the convention of the Pharmaceutical Association, August 22 to 27, were Bill Patton, of Johnson & Johnson, Captain and Medical Officer; C. E. Rougeau, Lambert Pharmacal and Pro-Phy-Lac-Tic Brush Co., Major; and Frank P. Tobin, Weco Products Co., Captain and Band Master.

#### Ambrosia Offers Unusual Combination

Hinze Ambrosia, Inc., through its agents, Wellman Sales, Ltd., Toronto, recently announced a special new deal on creams by which the druggist buys one deal consisting of one-half dozen four ounce bottles of "Ambrosia" dry skin cream at \$4 and receives free one extra four ounce bottle of the same product. The bottles retail for \$1 each, leaving the druggist with a profit of \$3 on the deal. The deal is arranged to introduce the new four ounce \$1 size of "Ambrosia" dry skin cream. It was endeavored to get national distribution in one week.

#### Deal by Northrop & Lyman

Northrop & Lyman Co., Ltd., is making a special offer from September 1 to October 31 offering one dozen free bottles of "Dr. Thomas' Electric Oil" with every 12 dozen purchased, discount to be ten per cent. They are also offering one dozen free bottles of "Persian Balm" for every 12 dozen bottles purchased, at a discount of ten per cent. With the free offer the druggist is asked to display the "Electric Oil" and "Persian Balm" prominently in his window for at least one week.

#### P. E. I. Pharmacists Meet

The annual meeting of the Prince Edward Island Pharmaceutical Association was held in the Clifton hotel, Summerside, P. E. I., recently. W. F. Taylor, Charlottetown, presided over the opening luncheon. An interesting address was given by E. A. Foster regarding price cutting. A. J. Matheson, of O'Leary, gave a paper along similar lines. Other talks were given by H. L. Bethune and several other members.

The officers for the coming year were elected as follows: president, B. F. McFadyen, Kensington; vice-president, J. W. Waugh, Alberton; treasurer, E. A. Foster, Charlottetown; secretary-registrar, H. L. Bethune; members of council, J. E. Dalton, Summerside; W. F. Taylor and W. J. Brown, Charlottetown.

#### Hardin Asco Pharmacal Manager

Announcement has been made of the appointment of N. M. Hardin, B.Sc., as manager of the Asco Pharmacal Co., in Eastern Canada with probable headquarters in Toronto. Mr. Hardin was formerly Western Canadian representative for the Asco Pharmacal Co. The company manufactures "Asco" tablets.

## Canadian Patents and Trade Marks

**T**HE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Ave., New York.

#### TRADE MARK REGISTRATIONS

"Colonial Club." Toilet preparations. Nelson, Baker & Co., a corporation of Detroit, Mich.

"Pond's." Tissue paper for removing cold cream. Pond's Extract Co., New York, N. Y.

"Girls Eye." Toothpaste, cosmetics, soap, etc. Archibald Watters, Toronto, Ontario.

"Balmy Shave." Shaving preparation. Milton C. Rehkopf, Hanover, Ontario.

"Maxipine." Toilet preparations and toothpaste. Laurence George Stone, 110 Cannon street, London, E. C. 4, England.

"Vol de Nuit." Perfume. Societe Guerlain, 68 Avenue des Champs-Élysées, Paris, France.

"Dipso." Soap and cleansing products. Rober Alexander Phoenix, Peterborough, Ontario.

"Camilstone." Hair preparations. Camilstone, Ltd., 59 Oak Grove, Cricklewood, London, England.

"Ardenette." Toilet preparations. Elizabeth Arden of Canada, Ltd., Toronto, Ontario.

"Veino." Cosmetics, deodorants and massage creams. Embalmers' Supply Co. of Canada, Ltd., Toronto, Ontario.

"San-Veino." Cosmetics, deodorants and massage creams. Embalmers' Supply Co. of Canada, Ltd., Toronto, Ontario.

"Balma." Liquid and solid antiseptic soap. Embalmers' Supply Co. of Canada, Ltd., Toronto, Ontario.

Representation of a wreath. Dentifrices, antiseptics and germicidal preparations. Kolynos Co., New Haven, Conn.

"Bon Ami de Luxe," and representation of a chick with the words, "Hasn't scratched yet," and a black label with gold panels. Bon Ami Co., New York, N. Y.

"Nu-Ha-Lor." Medicators of the inhaler type. Scovill Manufacturing Co., Waterbury, Conn.

"Smyth's Luckie Strike No Brush Shaving Cream." Shaving cream. Arthur Smyth, Saskatoon, Saskatchewan.

"Vegol." Hair lotion and strips used in permanent waving of the hair. Samuel Bonat & Brother, New York, N. Y.

"Coletone the Color Tonic." Hair preparations. Coletone Manufacturing Co., Deseronto, Ont.

#### PATENTS

324,722. Soap preparation. H. Th. Boehme A. G., assignee of Heinrich Bertsch, both of Chemnitz, Saxony, Germany.

324,867. Cake of soap. Charles A. Crary, Wyoming, and Thomas F. Crary, Middleport, co-inventors, both in Ohio.

#### Gentlemen Prefer Blondes

When the tired husband went home and complained of his heavy business burdens, his modern daughter suggested that he hire a lighter stenographer.—*Silent Partner.*

# Patent and Trade Mark Department

Conducted by Howard S. Neiman

**T**HIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official record of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

## Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,871,640. Closure Structure for Tubes or the Like. Samuel Marshall Weaver, Shaker Heights, Ohio.

1,871,799. Collapsible Tube Capping Machine. Victor Koenigshofer, Union City, N. J., assignor to Aluminum Company of America, Pittsburgh, Pa., a Corporation of Pennsylvania.

1,872,687. Collapsible Tube. Edward C. Davidson, Detroit, Mich.

1,872,836. Powder Dispenser. Charles P. Smith, Tulsa, Okla., assignor to Burst-Webster Engineering and Sales Company, St. Louis, Mo., a Corporation of Missouri.

1,872,864. Cosmetic Container. Mary L. Yarcho, Des Moines, Iowa.

1,873,030. Powder Puff. John J. Quinn, Scarsdale, N. Y., assignor to Pinaud, Inc., New York, N. Y., a Corporation of New York.

1,873,383. Detergent Composition. Albert G. Glover, Brookline, Mass.

1,873,610. Tissue Packet. James B. Lyon, New York, N. Y.

1,874,433. Vanity Case. George L. Briggs, Brooklyn, N. Y.

1,875,127. Vanity Case. Winfred T. Parkin, Providence, R. I., assignor to Theodore W. Foster & Brother Co., Providence, R. I.

1,875,245. Solderless Vanity Case. Karl R. Larson, East Dundee, and Ellison S. Ireland, Elgin, Ill., assignors to Illinois Watch Case Company, Elgin, Ill., a Corporation of Illinois.

1,875,530. Vanishing Cream. Ferdinand A. Vau-

## Patents



D 87,716



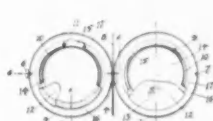
D 87,712



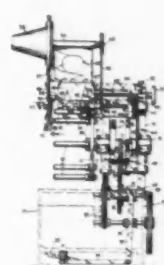
D 87,678



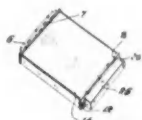
D 87,709



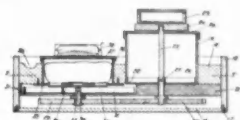
F 1,874,433



F 1,871,799



F 1,875,541



F 1,875,834



F 1,872,687



F 1,871,640



F 1,872,836



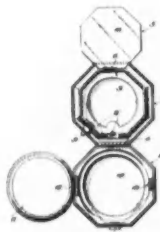
F 1,873,030



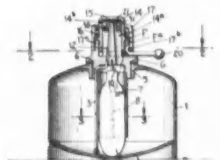
F 1,872,864



F 1,875,572



F 1,875,127



F 1,875,821



F 1,875,245



F 1,873,610



F 1,875,650

potic, Brooklyn, N. Y., assignor to Commercial Solvents Corporation, Terra Haute, Ind., a Corporation of Maryland.

1,875,541. Vanity Case. David H. Zell, Brooklyn, N. Y.

1,875,572. Powder Box. Pierre Dmitrenko, Paris, France.

1,875,650. Vanity Case. Harold Pemberton, Seattle, Wash., and Frank I. Doane, Berkeley, Calif.

1,875,821. Atomizer. François Nazare, New York, N. Y., assignor to Aromel Corporation, New York, N. Y., a Corporation of New York.

1,875,834. Face Powder Feeder. Felix Joseph Vicki, Paris, France.

1,876,435. Preparing Thymol (3-Oxy-1-Methyl-4-Isopropyl-Benzol). Karl Schölkopf, Dusseldorf-Oberkassel, and Arthur Serini, Dusseldorf-Heerdt, Germany, assignors to Rheinische Kampfer-Fabrik Gesellschaft mit beschränkter Haftung, Dusseldorf-Oberkassel, Germany.

#### Designs Patented

87,678. Vanity Case or Analogous Article. Nathan Ottinger, New York, N. Y.

87,709. Container Cap. Edward J. Brennan, Hasbrouck Heights, N. J.

87,712. Jar or Similar Receptacle. Benjamin F. Conner, Hartford, Conn.

87,716. Bottle. William H. Gesell, Montclair, N. J., assignor to A. S. Hinds Co., Bloomfield, N. J., a Corporation of Maine.

#### Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

*These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.*

317,082.—Lewis Walter Gillette, doing business as Gillette Shaving Cream Co., Pittsburgh, Pa. (June 10, 1929.)—Shaving cream.

318,216.—Deutsche Gold- & Silber-Scheideanstalt, Frankfort-on-the-Main, Germany. (Sept. 24, 1930.)—Flavorings.

321,592.—Degra Laboratories, Burlington, Ia. (Sept. 2, 1931.)—Color restorer for gray hair.

321,931.—Winnie Avery, doing business as Madam W. Avery Co., Dallas, Tex. (July 15, 1928.)—Hair dressing pomade.

325,322.—Alton F. Curran, doing business as A. F. Curran Co., Malden, Mass. (Feb. 10, 1932.)—Liquid soaps.

325,460.—Compagnie Re-Naitre, Inc., New York, N. Y. (Dec. 1, 1931.)—Cosmetic and dermatological preparations.

325,556, 325,557, 325,558.—Berdan Co., Toledo, Ohio. (Apr. 1, 1902.)—Flavoring extracts.

325,883.—Scram Co., New York, N. Y. (Jan. 10, 1931.)—Deodorant cream.

326,052.—Mrs. Z. B. Hinkle, doing business as Pep Laboratories, Atlanta, Ga. (1924.)—Toilet preparations.

326,615.—Peoples Drugs Stores, Inc., doing business as Munez Wurth Laboratories, Washington, D. C. (Apr. 1, 1932.)—Bay rum, witch hazel and bathing and rubbing alcohol.

326,890.—Peggy Condon, doing business as Natural-way Labs, Yonkers, N. Y. (Mar. 5, 1932.)—Manicuring preparations.

326,956.—Samuel R. Upham, doing business as Upham Co., Boston, Mass. (Dec. 15, 1931.)—Skin lotion.

326,971.—American Stores Co., Philadelphia, Pa. (Apr. 1, 1932.)—Imitation vanilla for food flavoring purposes.

#### Trade Marks

**Avon**  
M 296,760+  
M 297,127

**Re-Naitre**  
325,460

**Peggy Keads**  
326,890

**Invitation**  
327,984

**LASH COGNAC**  
328,191

**TECSOL**  
328,376

**TRENT**  
M 197,115

**veleit**  
326,492

**4 SQUARE**  
327,431

**LASHMETIQUE**  
328,172

**AVALON**  
328,320

**Jean Naité**  
328,446

**CHEF**  
317,082

**CHEF**  
325,556

**JERINOL**  
327,265

**HAPPY PAYMOND**  
327,848

**SO SWEET**  
328,226

**POND'S**  
327,584

**DEGUSSA**  
318,216

**CHEF**  
325,558

**Odor-away**  
327,547

**PRIMA DONNA**  
327,768

**Mentos**  
327,912

**ORJENE PURE**  
328,354

**Ruth Lane**  
328,281

**NEUTROLEUM**  
328,637

**NOBIRCA**  
328,644

**DeGra**  
321,592

**SCRAM**  
325,883

**HOLLAND BELLE**  
326,971

**SLIMMEX**  
327,596

**ARISTONIC**  
327,915

**Alpine Needle**  
328,384

**ALYMPOL**  
328,318

**On the Square**  
328,975

**HAIR DRESSING POMADE**  
321,931

**PEP LABORATORIES**  
326,052

**VECELLINE**  
327,698

**ARISTONIC**  
327,915

**FLIS**  
327,941

**FATTY RBT ACIDS**  
328,377

**HANDIES**  
329,163

**Junk**  
325,322

**MUNEZ-WURTH**  
326,615

**ZIL-MAY**  
327,668

**L'Ongle X**  
327,697

**VOL DE NUIT**  
327,978

**Invitation**  
327,984

**328,371 + 328,380**

**PERMALOX**  
329,055

327,066.—Northam Warren Corp., New York, N. Y. (Mar., 1930.)—Nail polish.

327,265.—David Wróblewski, doing business as D. Wróblewski, Brooklyn, N. Y. (June 1, 1914.)—Hair tonic.

327,431.—Four Square Products, Inc., Dover, Del. (Mar. 12, 1932.)—Lilac vegetal, tooth paste and toilet waters.

327,567.—Willing W. Ryan, doing business as Odor Away Co., Fort Worth, Tex. (Feb. 1, 1932.)—Preparation in powder and liquid form containing chemical properties for elimination of body odors.

327,596.—Neiman-Marcus Co., Dallas, Tex. (May 23, 1932.)—Cream for reducing the body.

327,610.—Emmor G. Tuthill, Los Angeles, Calif. (May 17, 1932.)—Toilet creams.

327,668.—Louis W. Zeller, doing business as Zeller Products Co., New York, N. Y. (May 23, 1932.)—Cleaning and scouring powders, soaps, soap powder and soap flakes.

327,697.—L'Onglex, Ltd., New York, N. Y. (1923.)—Nail preparations.

327,698.—Angeline U. Luca, doing business as Ucelline Product Co., Meriden, Conn. (Mar. 26, 1932.)—Preparation for beautifying the skin.

327,768.—Polyphase Corp., New York, N. Y. (May 26, 1932.)—Beauty cream and perfume.

327,841.—Prof. F. A. Matsuyama, San Francisco, Calif. (Dec. 8, 1930.)—Foot powder.

327,848.—Mamie Hamilton, doing business as Raymond-Hamilton Co., New Orleans, La. (Jan. 4, 1932.)—Hair restorers.

327,912.—James Mento, Philadelphia, Pa. (Mar., 1916.)—Hair restorer and skin antiseptic.

327,915.—Midwest Hardware Co., Chicago, Ill. (May, 27, 1932.)—Liquid shampoos.

327,941.—A. Gabriel Lantieri, doing business as Flis Laboratories, Chicago, (June 12, 1928.)—Permanent waving solutions.

327,978.—Guerlain Perfumery Corp. of Delaware, Wilmington, Del., and New York, N. Y. (June 6, 1932.)—Perfumes.

327,983.—Paris Beauty Parlor Supply Co., Ltd., Los Angeles, Calif.; Salt Lake City, Utah, and San Francisco, Calif. (Jan. 1, 1932.)—Hydrogen peroxide.

327,984.—Jean Patou, Inc., New York, N. Y. (June 4, 1932.)—Perfumes.

328,171, 328,172.—Katherine A. MacDonald Holmes, doing business as Katherine A. MacDonald, Hollywood, Calif. (May 4, 1928; Oct. 10, 1931.)—Colored dressing for eyelashes and eyebrows.

328,220.—Kroger Grocery & Baking Co., doing business as Wesco Foods Co., Cincinnati, Ohio. (Apr. 1, 1932.)—Soap flakes.

328,226.—Puritan Cosmetics, Inc., St. Louis, Mo. (May 10, 1919.)—Deodorant.

328,254.—Nellie Silverstein, doing business as Vi-Vu Products, New York, N. Y. (July, 1928.)—Liquid hair and scalp cleanser and shampoo.

328,281.—Frederick Stearns & Co., Detroit, Mich. (June 3, 1932.)—Toilet preparations.

328,304.—James P. Galligan, doing business as Gal'an Laboratories, South Chicago, Ill. (Mar. 1, 1932.)—Bath tonic in liquid form.

328,318.—Alymp-ol Soap Works, Taunton, Mass. (May 26, 1932.)—Hand soap and olive soap.

328,376.—Tennessee Eastman Corp., Kingsport, Tenn. (June 25, 1932.)—Denaturant for alcohol.

328,377.—Thomas Asphalt Products Co., Newark, N. J. (Oct., 1931.)—Oils and greases used in manufacture of soap.

328,379, 328,380.—Yardley & Co., Ltd., London, England. (Feb., 1912.)—Toilet preparations and toilet soap.

328,446.—Jean Nathan, New York, N. Y. (June 24, 1932.)—Skin lotion.

328,584.—Pond's Extract Co., New York, N. Y. (June 15, 1932.)—Face powder.

328,637.—Fritzsche Brothers, Inc., New York, N. Y. (Apr. 26, 1932.)—Aromatic bodies designed for dual

purpose of neutralizing odor of petroleum distillates and other solvents of similar application for use in insecticide sprays, floor waxes, cleaners, etc., and of odorizing products whose inherent odor has been thus neutralized.

328,644.—Nobirca Beauty Preparations, Inc., New York, N. Y. (June 28, 1932.)—Toilet preparations.

328,875.—Saks & Co., New York, N. Y. (June 1, 1932.)—Unfilled base metal compacts.

329,055.—Meyer Brothers Perfume Co., doing business as Imperial Crown Perfumery Co., St. Louis, Mo. (June 9, 1932.)—Preparation which encourages and holds a natural wave to the hair.

329,163.—Veldown Co., Inc., New York, N. Y. (June 24, 1932.)—Cleansing tissue.

## Trade Mark Registrations Granted

(Act of March 19, 1920)

*These registrations are not subject to opposition:*

M296,760.—California Perfume Co., Inc., New York, N. Y. (Serial No. 327,674. Sept., 1929.)—Shaving preparations and toilet soap.

M297,115.—Trent Laboratories, Cleveland, Ohio. (Serial No. 316,170. May 9, 1931.)—Mouth wash.

M297,127.—California Perfume Co., Inc., New York, N. Y. (Serial No. 327,673, Sept., 1929.)—Toilet preparations.

## Pharmacists Meet in Toronto

The annual convention of the American Pharmaceutical Association was held this year jointly with the Canadian Pharmaceutical Association in Toronto, Canada, August 22 to 27. It proved to be a most successful convention. There were over 1,500 persons registered, of whom about two-thirds were Canadians. The general chairman, C. P. Playter, and the local secretary, Dr. R. B. J. Stanbury, were accorded high praise for the excellent arrangements made. The meetings were well attended and made interesting by the participation of a number of English pharmacists. Prominent among them was the president of the Pharmaceutical Society of Great Britain, F. G. Hinds, and Herbert Skinner, president of the British Pharmaceutical Conference.

The various sections of the American Pharmaceutical Association held well-attended meetings, and many papers of unusual interest and value were read. Dr. W. Bruce Philip was installed as the president for the ensuing year, as were the other officers elected. The next meeting will be held at Madison, Wisconsin.

The social functions were splendid and of considerably greater extent than ever before, enhanced by the picturesque Highlanders, Welsh Bagpipers, Canadian Police glee clubs and ladies' orchestras.

The Canadian National Exposition was attended by all who were at the convention, and the show and exhibition given to the guests were probably the most elaborate ones ever seen. Especially the display of fireworks was unusually fine. Those who missed this particular convention missed a rare treat indeed.

## Tariff Brings Foreign Factories to Britain.

Since the beginning of this year 160 foreign firms have taken sites or factories and arranged to manufacture in the United Kingdom. This figure was given by a representative of the London Chamber of Commerce, which has been keeping a record since Britain adopted tariffs. Several perfumery and toiletry factories are included among this number.

# Reports on Markets and Crops

## New York Market Report

by S. L. Mayham

WHILE there has been little real increase in the volume of business in essential oils during the last month, and some houses even report a continued decline in volume, there is no doubt that sentiment in the trade has improved to some extent and that sellers are in a much more optimistic frame of mind than they have been heretofore. The trend of the market is toward slightly greater firmness, although actual strength has developed in very few materials. Stocks of oils in the hands of producers and dealers are not large nor are many of the consumers holding supplies at the moment. Many believe that an upturn in the demand with preparations for the holiday trade will result in increased prices on many items and it does seem probable that some of the exceptionally low prices will be revised toward higher levels.

Floral products as a group are at the lowest levels in many years. They are difficult to sell even at the prevailing low market prices. Buyers here are well aware of the fact that stocks in France are large and that, despite light crops of many floral products, it is unlikely that any shortages will develop during the current season. At the same time, these levels are unremunerative to makers and growers alike, and have already led to curtailment of production and crops, a tendency which is likely to prove serious later.

Domestic oils remain steady. Offers from the country are not abundant, but prices here have not responded sharply owing to lack of interest on the part of the consumers. It has been a poor Summer for citrus oils which usually move in good volume during the hot weather. Demand has been below expectations and with Italy, California, the West Indies and, more recently, other parts of the world offering oils in this market, little stability in lemon and orange has been seen.

Seed and spice oils have been firmer owing to seasonal requirements of canners and preservers, but none is in a position where real advances seem likely.

### Synthetics and Derivatives

Business has continued rather slow in these materials. There has been some purchasing in bulk by the soap trade and also some buying on the part of industrial consumers in the manufacture of fly sprays, insecticides, and products into which cheaper oils go. The toilet preparations industry has bought almost nothing, however.

Shortly after the appearance of our review of last month, manufacturers cut the price of coumarin 50c per pound, and this led to the belief that some action in vanillin might be impending. The market for the latter has been unsettled by resale offers, and some makers have been reported as shading the schedule, but officially no action looking to lower prices has been taken and it is said that none is contemplated.

Menthol has continued more or less unsettled. Buy-

(Continued on Following Page)

## Floral Crops in Southern France

(Special Correspondence)

GRASSE, September 7.—The month of August which is always featured by many vacations saw a slackening of business in our market. The few inquiries which were recorded could not serve as a basis for determining the trend of the market. At the same time, the signs of improvement which we have noted in our former reports continued. The price of many raw materials is showing more resistance to declines, and in spite of the ups and downs of the market, quotations seem to be growing somewhat firmer. All of our floral products and essential oils are at attractive prices, levels at which practically all risk of decline would seem to be eliminated. Production has been reduced sharply and is sufficient only to replace material sold from stocks, which are just sufficient to carry from one crop to the next.

With August, the summer made its appearance with a vengeance. Without any transition we passed from the cool days of June and July to a period of intense heat. An unusually hot wave reached us on the 17th of August striking all of the Southeast of France, and in Grasse the temperature reached 95° F. in the shade. The minimum, which before this torrid wave was about 61° F., has since been about 68° F., so that the nights were warm and favorable to the flowering of the *jasmin*.

### Lavender

How will this crop shape up this year? The answer to this question differs with each region.

In Vaucluse, the fields of wild lavender which have been given care are of good appearance and are yielding a good quantity of flowers owing to the abundance of rain. As for the plantations, they are on the way to disappearance. It is estimated that only a third are still in full yield. The crop began under bad auspices. The growers were offered 25 to 30 francs per 100 kilos of flowers to arrive and later 38 to 40 francs, but these prices permitted no profit to the growers and so the entire crop will not be cut. The first distillations have not resulted in much of a yield of oil, only about 0.6 per cent. While stocks in this section are much lower than in 1930-31, they are still heavy. The condition of the market as well is not very bright, but low priced bids have been refused by holders.

In the Var, the crop has been good as to quantity, but early distillation has shown a poor yield of oil. The crop of fine lavender is reported as deficient because the growers have abandoned it since the decline in prices in favor of *lavandin* which gives them a better return.

Stocks from the last crop are insignificant and prices on new oil are steady.

In the Basses-Alpes, the plants received plenty of moisture in July and blossoming has been favored by warm weather. The appearance of the plants is excellent. The clusters are beautiful and the shoots long, but the yield of oil is poor. The flowers bring only

35 francs per 100 kilos. At this price the gatherers confine themselves to the most productive regions, and only about half the wild lavender is gathered. The plantations are gradually disappearing and are being replaced with wheat and potatoes.

In the Hautes-Alpes, the flower market is a little better. In some sections, growers have succeeded in selling at 50 francs per 100 kilos. This is due without doubt to the fact that the lavender is distilled locally and immediately utilized for the manufacture of various hygienic and antiseptic products, the sale of which is one of the specialties of this department.

If we look at the entire crop, we can conclude that there will be a very important drop in production due to the bad condition of the fields of cultivated lavender, the low price paid for the wild flowers which has led to a considerable drop in its collection, and to the poor yield on distillation. Regarding the lavender fields, we may say that an automatic system of selection is taking place and that all the fields located in unsuitable places have a tendency to disappear. On this account it may be predicted that for some time the quantity of lavender oil available will continue to decline.

As for the price, we expect no immediate advance.



LAVENDER OIL IN THE DROME

The situation is not yet serious and besides the distillation is not yet ended. If we were in a normal economic situation, we might anticipate that the logical conclusion of the shortage of oil would be an advance in price. It may be that that will take place, but our opinion is that present prices will continue and that the demand will remain quiet.

## New York Market Report

*(Continued from Preceding Page)*

ing of thymol has been slow, but chlorthymol for antiseptics has been moved in good quantities. Mineral materials have been in very slack demand. Phenyl ethyl alcohol and other rose products have suffered some from the low prices prevailing on natural otto of rose. The same has been true of higher priced substitutes for jasmin and other floral odors. Cheaper items of this character for soap have, on the other hand, been in reasonable demand and prices on most of them seem a bit firmer than they were a month ago.

In general, however, the market is quiet, and the demand for materials has shown little improvement. Sellers are more optimistic over prospects of a prompt recovery, but as yet have been able to point to few facts in the trade or among the consumers which would warrant very great expectations. Prices are reasonably steady at levels practically unchanged on most items from those which have prevailed during the summer.

## N. A. R. D. Convention Plans Complete

Everything is in readiness for the thirty-fourth annual convention of the National Association of Retail Druggists which will be held in the Statler hotel, Boston, September 26-30. Advance reservations at the hotel indicate a large attendance will be present to participate in the highly instructive program which has been prepared by the committee in charge. Entertainment plans also are elaborate, and promise every-one the usual good time.

Among the speakers who will address the convention on topics of pertinent interest to the members are: Florin J. Amrhein; Dr. James M. Doran, Commissioner of Industrial Alcohol; Dr. James H. Beal; W. Bruce Philip, counsel to the association; F. J. Nichols; the Hon. Clyde Kelly; P. C. Magnus; Harvey A. Henry,

and Frederick M. Feiker, director of the Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce. In addition a number of discussions will take place on subjects of interest to the members, principally a conference on U. S. P. & N. F. propaganda matters and a discussion of the resolutions and recommendations made by committees at previous sessions.

Aside from the business sessions, one of the main features of the convention will be the annual display of products by various manufacturers.

## Seek to Aid Foreign Trade Recovery

The Joint Committee on Foreign Exchange Restrictions under the chairmanship of George P. Reinberg, of the Mennen Co., and working through the New York Board of Trade, Inc., has for some time been considering methods for the improvement of trade relations between the United States and other countries and especially the removal of exchange restrictions which have in many instances tied up due balances and hampered collections and further trade.

The committee has now proposed a plan which embraces three points. This plan is being discussed in many quarters, and has received both active support and opposition. Its interesting three-point proposal is as follows:

I. The formation of an Edge Act Bank to grant long term credits in foreign trade transactions.

II. The organization of a voluntary association of importers and exporters through which, as a sort of clearing house, foreign exchange transactions in the purchase and sale of goods can be made.

III. The active co-operation of the Federal Government working through the Department of State toward the removal of what seem to be inequitable restrictions on exchange payments and transactions.

Copies of a bulletin outlining the plan may be had from Ray C. Schlotterer, 41 Park Row, New York, secretary of the committee.

# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices of Soap Materials)

## ESSENTIAL OILS

Almond Bitter, per lb.	\$2.20@	\$2.40
S. P. A.	2.50@	2.75
Sweet True	.40@	.45
Apricot Kernel	.27@	.35
Amber, crude	.24@	.30
rectified	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera	2.20@	2.80
Angelica	22.00@	35.00
Anise, U. S. P.	.36@	.40
Araucaria	1.75@	1.85
Aspie (spike) Spanish	.55@	.65
French	.70@	.90
Balsam Peru	6.00@	
Balsam, Tolu, per oz.	4.25@	
Basil	50.00@	
Bay	1.65@	2.00
Bergamot	2.05@	2.15
Birch, sweet N. C.	1.50@	1.75
Penn. and Conn.	2.15@	3.00
Birchar, crude	.15@	
Birchar, rectified	.50@	.55
Bois de Rose	1.30@	1.95
Cade, U. S. P.	.30@	.35
Cajeput	.55@	1.00
Calamus	3.00@	
Camphor "white"	.15@	.20
Sassafras, natural	1.15@	1.85
Cananga, Java native	1.75@	2.00
rectified	2.25@	
Caraway	1.65@	1.75
Cardamom, Ceylon	15.00@	27.50
Cascarilla	65.00@	
Cassia, 80@85 per cent	.85@	
rectified, U. S. P.	1.10@	1.35
Cedar leaf	.76@	1.00
Cedar wood	.32@	.38
Cedrat	4.15@	
Celery	8.00@	8.50
Chamomile (oz.)	3.50@	5.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	8.00@	13.50
Cinnamon, Leaf	2.25@	
Citronella, Ceylon	.35@	.41
Java	.53@	.60
Cloves Zanzibar	.95@	1.10
Cognac	22.00@	28.00
Copaiba	.63@	.70
Coriander	4.40@	4.75
Croton	2.90@	3.10
Cubebs	2.70@	3.00
Cumin	7.25@	7.75
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	4.35@	4.75
Dillseed	3.15@	3.40
Elemi	1.45@	
Erigeron	1.30@	1.60
Estragon	38.00@	
Eucalyptus	.27@	.30
Fennel, Sweet	1.15@	1.30
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose,		
Algerian	4.75@	5.00
Bourbon	4.75@	4.85
Spanish	16.00@	
Turkish	2.15@	2.45
Ginger	4.00@	4.20
Gingergrass	3.00@	3.15
Grape Fruit	3.40@	3.70

Guaiac (Wood)	2.85@	
Hemlock	.73@	.80
Hops (oz.)	10.00@	14.00
Horsemint	4.25@	
Hyssop	24.00@	
Juniper Berries	1.40@	1.65
Juniper Wood	.60@	.62
Laurel	15.00@	
Lavender, English	32.00@	
French	1.85@	3.50
Lemon, Italian	.85@	1.15
Calif.	.85@	1.00
Lemongrass	.46@	.55
Limes, distilled	6.25@	8.50
expressed	11.25@	13.00
Linaloe	1.70@	2.00
Lovage	27.50@	
Mace, distilled	1.10@	1.20
Mandarin	4.75@	7.50
Marjoram	6.25@	
Melissa	5.00@	
Mirbane	.15@	
Mustard, genuine	9.25@	11.50
artificial	1.60@	1.85
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarade, pure	90.00@	150.00
Petale, extra	120.00@	175.00
Niaouli	3.45@	
Nutmeg	1.20@	1.40
Olibanum	6.50@	
Orange, bitter	2.20@	3.00
sweet, W. Indian	1.65@	2.15
Italian	1.75@	2.20
Spanish	2.65@	2.75
Calif. exp.	1.90@	2.05
dist.	.90@	1.00
Origanum, Spanish	1.45@	
Orris root, con. (oz.)	6.25@	8.00
Orris root, abs. (oz.)	70.00@	90.00
Orris Liquid	18.00@	25.00
Parsley	8.00@	9.25
Patchouli	3.70@	4.00
Pennyroyal, American	1.85@	2.15
French	1.15@	
Pepper, black	9.00@	
Peppermint, natural	1.55@	1.65
redistilled	1.75@	1.95
Petitgrain	1.10@	1.45
French	2.10@	2.60
Pimento	1.60@	2.00
Pine cones	3.00@	
Pine needle, Siberia	.64@	.70
Pinus Sylvestris	2.00@	2.15
Pumilionis	2.20@	
Rhodium, imitation	2.00@	4.50
Rose, Bulgaria (oz.)	6.00@	20.00
Rosemary, French	.41@	.49
Spanish	.32@	.38
Rue	3.15@	
Sage	3.00@	
Sage, Clary	22.00@	37.50
Sandalwood, East		
India	7.50@	8.00
Australia	5.90@	6.60
Sassafras, natural	1.15@	1.85
artificial	.29@	.34
Savin, French	2.20@	2.55
Spearmint	1.05@	1.50
Snake Root	9.25@	11.00
Spruce	.73@	.80
Styrax	12.00@	
Tansy	2.00@	2.35

Thuja	1.75@	
Thyme, red	.60@	.70
White	.80@	1.15
Valerian	8.00@	10.00
Verbena	3.75@	7.00
Vetivert, Bourbon	4.75@	6.00
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.80@	2.00
Wintergreen, Southern	3.00@	
Penn. & Conn.	5.00@	8.00
Wormseed	1.80@	2.00
Wormwood	2.60@	3.00
Ylang-Ylang, Manila	25.00@	32.00
Bourbon	5.25@	9.00

## TERPENELESS OILS

Bay	5.25@	5.75
Bergamot	8.00@	10.00
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Lavender	5.50@	8.00
Lemon	6.75@	14.50
Lime, Ex.	65.00@	
Orange, Sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	5.00@	6.00
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

## OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P.		
VIII	2.65@	3.00
Alcoholic	3.00@	
Cubeb	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic	3.25@	4.60
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	6.75@	8.75

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	3.15@	3.50
Acetyl Iso-eugenol	9.00@	
Alcohol C 8	20.00@	40.00
C 9	40.00@	70.00
C 10	30.00@	50.00
C 11	35.00@	60.00
C 12	25.00@	50.00
Aldehyde C 8	50.00@	
C 9	70.00@	125.00
C 10	50.00@	82.00
C 11	40.00@	75.00
C 12	75.00@	105.00
C 14 (so-called)	15.00@	35.00
C 16 (so-called)	20.00@	40.00
Amyl Acetate	.85@	1.00
Amyl Butyrate	1.40@	1.75
Amyl Cinnamate	2.50@	
Amyl Cinnamic Alde-		
hyde	4.25@	6.00
Amyl Formate	1.75@	2.00

Amyl Phenyl Acetate	5.00@	5.75	Methyl Anthranilate	2.50@	3.00	Beeswax, white	.40@	.45
Amyl Salicylate	1.15@	1.45	Methyl Benzoate	1.85@	2.25	Yellow	.22@	.30
Amyl Valerate	2.50@	3.00	Methyl Cinnamate	3.00@		Bismuth sub-nitrate	1.10@	1.35
Anethol	1.20@	2.00	Methyl Eugenol	3.80@	7.50	Boric acid, ton	165.00@	175.00
Anisic Aldehyde	3.35@		Methyl Heptenone	3.75@	6.00	Calamine	.16@	.20
Benzaldehyde, U. S. P.	1.45@		Methyl Heptene Carb.	20.00@	36.00	Calcium, phosphate	.08@	.08½
F. F. C.	1.55@	1.90	Methyl Iso-eugenol	8.50@	12.50	Phosphate, tri-basic	.13@	.15
Benzophenone	2.40@	4.50	Methyl Octine Carb	24.00@	32.00	Sulfate	.03¼@	.04
Benzylidenacetone	2.50@	4.00	Methyl Paracresol	4.65@	6.00	Camphor	.53@	.65
Benzyl Acetate	.70@	.85	Methyl Phenylacetate	4.65@	6.00	Cardamon seed	.65@	
Benzyl Alcohol	1.05@	2.00	Methyl Salicylate	.42@	.50	Castoreum	17.50@	
Benzyl Benzoate	1.05@	2.00	Musk Ambrette	6.50@	7.50	Chalk, precip.	.03½@	.06½
Benzyl Butyrate	5.50@	6.25	Ketone	7.50@	9.50	Cherry laurel water,		
Benzyl Cinnamate	7.00@	9.00	Xylene	2.50@	3.00	gal.	1.25@	
Benzyl Formate	3.35@	3.60	Nerolin (ethyl ester)	1.50@	1.75	Citric acid	.35@	.40
Benzyl Iso-eugenol	18.00@	27.00	Nonyl Acetate	48.00@		Civet, ounce	3.75@	4.50
Benzyl Propionate	2.00@	5.50	Octyl Acetate	32.00@		Cocoa butter	.18@	.20
Borneol	1.60@	2.25	Paracresol Acetate	5.25@	6.00	Clay, colloidal	.03@	.03½
Bornyl Acetate	1.75@	8.00	Paracresol Methyl	7.00@	8.00	Formaldehyde	.06½@	
Bromstyrol	4.00@	5.00	Ether	14.00@	20.00	Fuller's Earth, ton	16.00@	30.00
Butyl Acetate	.60@		Paracresol Phenyl			Formic acid	.12@	.16
Butyl Propionate	2.00@		Acetate			Fatty Acids (See Soap Sec.)		
Butyraldehyde	12.00@		Phenylacetaldehyde			Guarana	1.15@	2.00
Carvene	1.15@		50%	5.00@	7.00	Gum Arabic, white	.20@	.22
Carvol	3.75@	4.25	100%	8.50@	10.50	amber	.09½@	.12
Cinnamic Acid	4.00@		Phenylacetic Acid	3.00@	4.00	Gum Benzoin, Siam	1.30@	1.50
Cinnamic Alcohol	2.85@	3.50	Phenylethyl Acetate	8.50@	12.50	Sumatra	.24@	.30
Cinnamic Aldehyde	2.75@	4.25	Phenylethyl Alcohol	4.25@	4.75	Gum galbanum	1.05@	1.15
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Butyrate	16.00@	20.00	Gum myrrh	.25@	.40
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl Formate	18.00@		Henna, powd.	.14@	.28
Cinnamyl Formate	13.00@		Phenylethyl Pro-	18.00@		Hydrogen peroxide	.05@	.08
Citral C. P.	2.60@	3.00	pionate	20.00@		Kaolin	.06@	.08
Citronellol	2.65@	3.25	Phenylethyl Valerate	12.00@	14.00	Labdanum	3.50@	5.50
Citronellal	2.85@	3.25	Phenylpropyl Acetate	9.00@	14.00	Lanolin, hydrous	.18@	.22
Citronellyl Acetate	4.50@	8.00	Phenylpropyl Alcohol	12.00@		anhydrous	.20@	.24
Coumarin	3.50@		Phenylpropyl Alde-			Lavender flowers	.24@	.55
Cuminic Aldehyde	62.00@		hyde	8.00@	20.00	Magnesium, Carbonate	.06¼@	.07½
Dibutylphthalate	.30@	.36	Rhodinol	.32@	.36	Stearate	.19@	.25
Diethylphthalate	.32@	.37	Safrol	22.50@		Sulfate	.02½@	.03
Dimethyl Anthranilate	6.25@	7.00	Santalyl Acetate	7.00@	10.00	Musk, ounce	15.00@	25.00
Dimethyl Hydroqui-			Skatol, C. P. (oz.)	20.00@		Oils, vegetable (See Soap Sec.)		
none	4.00@	6.00	Styralyl Alcohol	20.00@		Olibanum, tears	.13@	.30
Dimethylphthalate	.50@	.60	Terpineol, C. P.	.36@	.40	siftings	.08@	.13
Diphenylmethane	1.75@	2.45	Terpinyl Acetate	.90@	1.15	Orange flower water,		
Diphenyloxide	1.20@		Thymene	.35@		gal.	1.50@	
Ethyl Acetate	.30@	.50	Thymol	1.90@	2.75	Orange flowers	.40@	1.00
Ethyl Anthranilate	5.50@	6.00	Vanillin (clove oil)	5.15@	6.00	Orris root, powd.	.20@	.75
Ethyl Benzoate	1.45@		(guaiaicol)	4.65@	5.25	Paraffin	.03½@	.05
Ethyl Butyrate	1.25@		Vetiveryl Acetate	21.00@	25.00	Patchouli leaves	.16@	.75
Ethyl Cinnamate	4.00@		Violet Ketone Alpha	5.00@	10.00	Petrolatum, white	.06½@	.10½
Ethyl Formate	1.00@	1.25	Beta	5.50@	8.00	Phenol	.16@	.20
Ethyl Propionate	1.40@	2.50	Methyl	5.25@	8.00	Potassium, carbonate	.13@	.16
Ethyl Salicylate	1.15@	2.50	Yara Yara (methyl			Hydroxide (See Soap Sec.)		
Ethyl Vanillin	15.00@	20.00	ester)	1.50@	1.75	Quince seed	1.75@	2.00
Eucalyptol	.75@	1.00				Reseda flowers	1.50@	1.65
Eugenol	3.10@	4.00				Rhubarb root, powd.	.28@	.50
Geraniol, dom.	2.00@	6.00				Rice starch	.12@	.15
Geranyl Acetate	2.90@	4.00				Rose leaves, red	.55@	.85
Geranyl Butyrate	5.00@	10.00				pale	.40@	.50
Geranyl Formate	4.25@	10.00				Rose water, gal.	1.25@	
Heliotropin, dom.	2.10@	2.40				Salicylic acid	.40@	.45
foreign	2.50@					Sandalwood, chips	.45@	.50
Hydratropic Aldehyde	25.00@	27.50				Saponin	1.75@	
Hydroxycitronellal	3.60@	10.00				Soap, neutral white	.19@	.23
Indol, C. P. (oz.)	2.65@	5.00				Sodium, Carb. crys.	.01¼@	.02¼
Iso-borneol	2.30@					Phosphate, tri-basic	.03½@	.04
Iso-butyl Acetate	2.65@					Spermacetti	.22@	.25
Iso-butyl Benzoate	2.75@	3.25				Styrax	.40@	3.35
Iso-butyl Salicylate	3.00@	6.00				Sulfur, precip.	.17@	.20
Iso-eugenol	4.00@	4.50				Tartaric acid	.27@	.30
Iso-safrol	1.75@					Titanium oxide	.22@	.25
Linalool	2.15@	3.00				Tragacanth, No. 1	1.20@	1.50
Linalyl Acetate 90%	2.50@	2.75				Triethanolamine	.45@	.50
Linalyl Benzoate	10.50@					Venice turpentine, gal.	.30@	
Linalyl Formate	10.00@	12.00				Vetivert root	.30@	
Menthol, Japan	2.50@	3.05				Violet flowers	.95@	1.15
Synthetic	2.50@	3.00				Zinc, Peroxide	.18@	.21
Methyl Acetophenone	3.00@	3.50				Oxide	.13½@	.15
						Stearate	.21@	.28

## BEANS

Tonka Beans, Para	1.00@	1.25
Angostura	2.00@	2.15
Vanilla Beans		
Mexican, whole	3.50@	4.75
Mexican, cut	2.50@	2.75
Bourbon, whole	1.05@	2.00
South American	2.00@	2.50

## DRUGS AND SUNDRIES

Acetone	.11@	.15
Alcohol, 190 proof, gal.	2.37½@	2.63½
Almond meal	.21@	.25
Alum, potash	.03¼@	.03½
Aluminum chloride	.10@	
Ambergris	32.50@	Nom
Balsam, Copaiba	.19@	.22
Peru	1.30@	1.50
Tolu	.90@	1.15
Fir, Canada, gal.	9.00@	12.00
Oregon	1.00@	1.20

# Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

## Properties of Fats and Their Soaps

IT has long been recognized that the suitability of an oil or fat for soap-making is largely determined by its titre and iodine value, fats with a high titre and low iodine value being suitable for hard soaps, and those with low titre and high iodine value for soft soaps. Krafft showed many years ago that the setting point of the neat soda soap is approximately the same, in general, as the melting point of the fatty acids from which it is made, but made no attempt to express the relationship more exactly. During recent years, however, several attempts have been made to correlate more definitely the properties of a soap with the constants of the fat or fats from which it is made, and express them in mathematical formulæ. Thus we have had the I. N. S. or hardness factor and solubility ratio of Webb, followed by the formulæ of Das Gupta (*P. & E. O. R.*, August, 1931, p. 299) of

iodine value	saponification value
titre	titre
for hardness and	

for solubility and lathering power. Two new formulæ connecting the setting point of a neat soap with titre and iodine value have now been devised by Kawakami, who has carried out in Japan a most exhaustive scientific investigation of the whole process of soap-boiling. He finds (*J. Soc. Chem. Ind., Japan*, 1932, 31-35) that if  $T_s$  is the setting point of the neat soap,  $T_f$  that of its fatty acids, and  $J$  the iodine value of the latter, then

$$T_s = 1.34 T_f - 8.5$$

and

$$T_s = 70 - 0.606J \cdot 0.0062J^2$$

Soaps containing coconut fatty acids are exceptional in having abnormally high setting prints.—*P. & E. O. R.*

## Acidimetric Titration of Glycerol in Fatty Oils

H. Bull (*Tidsskr. Kjemi Berg.*, 1932, 12, 78-84).—The fatty oil (4 g.) is mixed with 70 c.c. of ligroin, and 10 c.c. of glycerol lye (a mixture of glycerol and aq. KOH) are added. After mixing, the whole is centrifuged and the solution of the fatty oil pipetted off and made up to 100 c.c. with ligroin. 15 c.c. of this solution, now free from fatty acids, are added slowly (with stirring by a current of  $H_2$ ) to 3 c.c. of NaOEt solution (method of prep. given). After 5 min. the whole is centrifuged, the ppt. washed with ligroin by decantation and centrifuging and then dissolved in 0.5 c.c. of  $H_2O$ , 5 c.c. of EtOH are added, and the solution (also stirred with  $H_2$ ) is titrated with 0.1N-HCl (to phenolphthalein).—*British Abs.*

## Whale Oil Producers Reach Agreement

AFTER the conference of the Norwegian Whalers' Association, just held at Oslo, it was officially stated that a sales agreement had been reached by all Norwegian and foreign producers of antarctic whale oil except Hector & Toensberg Whaling Co. Until a definitive agreement is drawn up, no company is entitled to pursue sales negotiations independently.

Last year was a period of inactivity for the Norwegian whaling industry, due to the collapse of the oil market. Renewed operations, however, are now being planned. Since returning from the Antarctic season of 1930-31, almost all the large whaling vessels have been laid up with full or half cargoes of whale oil still aboard. This commodity has few buyers, and when the latter became overstocked the price collapsed, which rendered it necessary to lay up the ships for a season. The companies have now agreed to a voluntary restriction scheme, under which certain vessels will go out this southern summer while others remain at home. Operations will be limited to the acquisition of such quantities of oil as the market can absorb.

## Soap from Sewage Sludge

E. Von Springhorn; Holland patent, 16,491. In the heating or burning of sewage sludge, mixed or not with peat, coke, coal, house refuse, or other combustible material through which the sewage has been filtered, the vapors are deodorized by charcoal or a chemical deodorizer and then condensed fractionally. For example, the vapors from the furnace are forced by a fan into a chamber containing bleaching powder. The deodorized vapors are led by a pipe beneath a solution of soda or potash or other alkali in a chamber, whereby soaps are formed from the heavier oils. The vapors are then condensed fractionally in oils in a series of chambers. The temperatures fall in steps from about 300 to 200 degrees F., to 80 to 60 degrees F. in the last chamber. The oils used may be those produced in the process, the alkali may be obtained by leaching the furnace ash, and the bleaching powder may be replaced by potassium permanganate, or by charcoal produced in the furnace. The outlet pipes have bell mouths, while the outlet from the last chamber is fitted with safety valve. Two or more chambers may be used with one or more series of chambers to admit of continuous working. The conduits are preferably kept red hot to decompose the steam present and permit hydrogenation of the products with increased yield of light hydrocarbons.—*Soap Trade & Perfumery Review.*

# Perfumes for Use in Soaps\*

## The Lasting Qualities of Various Perfume Substances on Soaps and Their Effect on Color

by Dr. Paul Jellinek

**OIL OF PEPPER:**—Was tested only in milled soaps, in which it kept splendidly. In the unwrapped piece the odor kept about four weeks, and in the wrapped throughout the period of observation, with no noticeable discoloration. The green, spicy odor of this oil, which is often sought by adding eugenol or iso-eugenol to numerous compositions, can be durably obtained with this very oil.

**Orange Oil (Sweet and Bitter):**—Tested only in the milled soaps. The unwrapped piece lost its agreeably fresh aroma by the end of two days and was perfectly odorless within one week. The wrapped cake kept its odor (which was constantly diminishing in strength) for about five months. Both pieces developed a brownish appearance as the perfume weakened. On this account, orange oil—like lemon oil—should be used for perfuming milled soaps only in cases of extreme necessity, in which case the soaps must by all means be wrapped.

**Rosemary:**—Both unwrapped pieces kept their odor for about two weeks; the wrapped soaps stayed practically unchanged all through the test period. In no case was discoloration observed. Excellently adapted to soap perfuming. (Contradictory results experienced with rosemary oil are largely due to the fact that the grade of oil sold in the commercial market is very often badly "cut," so that one must make sure of a reliable source of supply.)

**Sage Oil (Dalmatian and Spanish):**—The aroma of this strong oil kept for three weeks in both the unwrapped cakes, with a decided turpentine odor becoming more and more pronounced. The wrapped pieces kept their odor the same and in almost undiminished strength throughout the test period. In all cases—especially in the unwrapped soaps—the soap turned a yellow color, and developed spots of from deep yellow to brown. Absolutely alkali-fast, but cannot be used in white or delicately tinted soaps.

**Sandalwood Oil:**—East Indian, Australian and West Indian oils were used in the tests, their behavior in the soaps being found to be practically alike. The oils proved to be absolutely alkali-fast and quite lasting, holding their odor even in the unwrapped cakes from one to two months, and keeping it unchanged in the wrapped all through the test period, with no discoloration. The East Indian and Australian oils were distinguished by their striking characteristic of "ripening" fully only after the soap was stored.

**Oil of Spike (Aspic):**—In evidence in the unwrapped cakes for only one to two weeks.

In the wrapped soaps, the odor faded slightly, but without altering its character. Although keeping throughout the period of observation, the oil produced no darkening or spotting of the soap.

**Oil of Thyme (White):**—The two cold made cakes retained their odor for three weeks (unwrapped), and throughout the test period (wrapped), respectively. No color change could be noticed. The milled soaps kept their odor equally long—especially the unwrapped piece—but a decided bleaching effect could be observed (as with lemon oil.) Absolutely alkali-fast.

**Vetivert Oil:**—The oil remained unchanged in character throughout the whole observation period, both in the unwrapped and wrapped soaps, both cold-made and milled, though somewhat weakened in strength in the unwrapped cakes, no coloring—other than the delicate yellow note determined by its own color—being observable. In the milled soap, wrapped, a decided "ripening" of the perfume was again observed.

**Wintergreen Oil:**—In both cold mixed cakes, in the unwrapped within one week, in the wrapped in two weeks, an alteration in smell was noted. The odor, not unpleasant in the beginning, developed a decidedly sour and disagreeable note. The milled soaps kept their odor one month (unwrapped) and throughout the test period (wrapped), respectively. There was no discoloration observed in any instance.

**Ylang Ylang:**—This oil was tried in the milled soaps only. It kept very well in the wrapped piece remaining in evidence in nearly undiminished strength all through the period of observation. Yet a slight coloring of the soap and a weakening of the green character of the fresh odor was plainly observed. After a period of storage, the odor turned flat and cloying. The unwrapped cake, which showed the same qualities to a greater degree, turned a rather deep yellow and lost all odor within 1½ months.

**Cinnamon Oils:**—A number of different types of natural cinnamon oils were taken for the tests, all of them showing nearly the same behavior that varied only slightly from that of the principle in them: cinnamic aldehyde. In all cases the unwrapped soaps turned quite a deep yellow and lost the greater part of their odor within three or four weeks. The wrapped cold made soap kept its odor practically unchanged for four months, and the milled piece throughout the test period. Yet in both these instances a definite yellow tinge was observable.

**Terpenes:**—A number of terpenes, such as carvone (from caraway oil) limonene (from lemon oil), the terpenes of aromatic oil of clove, etc., were used in



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various soaps to test their keeping quality under various conditions, all giving very much the same results. The terpenes kept for only a very short time in the unwrapped soaps: from 24 hours to three days; in the wrapped cold made soap they had developed within a few days an unpleasant resin-like acid odor, and within two to four weeks had faded away completely. In the wrapped milled cakes they kept for as long as 1½ months (geranium terpenes) without any change in the character of their aroma. In several cases, they developed delicate yellow spots, the unwrapped pieces especially.

**Sesquiterpenes and Sesquiterpene Alcohols:**—Whereas the terpenes, as indicated, are not particularly valuable as soap perfuming materials, the sesquiterpenes, almost without exception, give excellent results. The sesquiterpene alcohols, such as santalol, vetivert and patchouli alcohol, among others, occupy an outstanding place as soap perfumes and even as fixatives. As already mentioned in connection with the corresponding essential oils, these alcohols present the peculiar characteristic of "ripening" inside the soap, that is to say, their odor develops full strength only after the soap is kept in stock. This characteristic, which is likewise presented by some artificial perfumes, the artificial musk types, for example, and which has so far never been explained, is probably due to the following cause:

As is well known, every soap body, however carefully prepared from even the best of raw materials, has a peculiar odor of its own, albeit often only a very slight one, which is the more in evidence the more water the soap contains, or in other words, in any given soap body a perfume will show to better advantage the drier the soap is which, in a general way, is the same as saying that a cake of soap will smell better, the longer it is stored. Usually, of course, as the peculiar, individual odor of the soap body fades, the perfume does likewise, so that the fresh-made soap possesses, along with its relatively strong individual odor, the full-strength odor of the perfume. Usually, too, as the individual odor dwindles, the perfuming goes with it—which is partly due to the volatility and partly to the chemical transformation of the aromatic substance.

Now, if a series of aromatic substances does not undergo any chemical changes and is not observably volatile, the refinement and strength of their odors will fully mature and assert themselves only if the individual odor of the soap proper disappears in storage, on drying.

At this point, let us mention, too, the remarkable behavior of a number of essential oils (artificial compositions, as well) which appear to grow more refined within the soap body after being kept stored. Now, they do, in fact, become more refined, because in these complex perfume materials several of the ingredients lose their odor, either by evaporating off or by not withstanding the alkali. This is conspicuously so in the case of most geranium types: the less refined-smelling terpenes soon leave no trace of their odor, and the residual perfumes, with their valuable aromas, mostly alcohols, like citronellol, geraniol, nerol, etc., mature to their full-flavored fineness, unhampered, in the soap that is now dry and consequently free of its own odor.

**Resinoids:**—An altogether exceptional character of

holding out in soaps, particularly in the unwrapped, is revealed by most of the natural resin extract products, the so-called resinoids, so that many of them are particularly well adapted as fixatives for soap perfumes. Tests made to note the behavior of these drugs in soaps, with use of 1 per cent in the soap body, the same as with the other perfumes, provided the following observations:

**Siam Benzoin:**—The milled unwrapped soap turned brownish within only 24 hours, then kept darkening to a final chocolate tone. The odor, slightly reminiscent of vanillin, was observed for three months. The wrapped piece darkened much more slowly and did not reach as deep a shade; its odor remained throughout the test period. The cold made pieces behaved in very much the same way, but, in these, the individual odor of the soap was less in evidence. From these tests it would therefore appear that benzoic resinoid is not an exceptionally good perfuming material, as its odor is very weak; and it can very well be replaced with a small dosage of vanillin or, better still, with ethylvanillin which has four times the strength, with which more uniformly lasting and reliable perfuming results are obtained. Then, again, as a fixative, it possesses the unfortunate property of darkening with time, so that in many types of soap its use is altogether out of the question. As a matter of fact, the use of benzoin, at one time one of the best liked and most generally adopted perfumes, has considerably fallen off.

**Castoreum:**—Tested in the milled soaps only. The exposed piece showed a slight yellowish-brown coloring in two days, with here and there a brownish spot. The odor had faded appreciably within one week and, although after two weeks it was still noticeable, its characteristic smell was gone. In the wrapped piece, the color held better, that is to say, the cake darkened only slightly and retained the odor, its sharp quality falling off constantly, however, all through the test period.

**Cistus Labdanum (Green Labdanum):**—The cakes all turned green immediately, due to the natural color of the resin, but did not darken nor develop spots. The odor kept two to three months in the unwrapped pieces and throughout the test period in the wrapped. This is therefore an excellent perfume and fixative for all types of colored soaps.

**Galbanum:**—This resinoid did not color the white soap in any way. Its peculiar odor had practically disappeared from the exposed soaps, however, within some three weeks; the wrapped soaps, both milled and cold made, retained their aroma all through the observation period, but with gradually weakening strength. A good fixative for white soaps.

**Spanish Labdanum (Brown):**—Here again the natural color of the resin came to the top at once, and then positive darkening set in, this being especially obvious in the case of the unwrapped cakes. The odor, just as with the green labdanum, kept excellently in all the soaps, and just as long as in the *Cistus*, too, but did not assert itself as strongly. Hence, as a fixative—unless this particular aromatic nuance is desired—the green labdanum resinoid is preferable to the brown.

**Lavender Concrete:**—Unlike lavender essential oil, the concrete, made from the plants with the aid of

volatile solvents, contains in addition to resins and waxes—which have only a partial influence on the odor—a large amount of coumarin. The odor of the concrete is more refined and milder than that of the essential oil and its durability is greater in all types of soaps. Its behavior was observed in the milled soaps only; in the exposed cake, the aroma held for three months with almost undiminished strength. The soap had immediately turned a delicate green because of the natural color of the soap body, but did not further change color nor develop spots. The same behavior was observed in the wrapped piece, which retained its aroma throughout the test period.

**Mousse de Chêne (Oak Moss):**—The unwrapped milled soap turned green at once because of the natural color of the concrete, and within a few days developed a grayish tinge; one week later it had a dirty greenish-gray appearance. Part of the strength and characteristic tone of the odor was gone within five days; it turned rather too sweetish, gradually losing its agreeable tartness. After three months there was still an odor lurking about, but one that could in no instance be called the characteristic oak moss odor. The wrapped soap turned to a grayish hue two months after beginning the tests. The odor, too, kept changing, slowly however, so that throughout the test period it could be said to be agreeable and characteristic. The cold made pieces behaved the same as the milled, but in their case the change in smell and color proceeded at a faster pace and was more obvious. Mousse de Chêne should, accordingly, be used as far as possible for perfuming wrapped milled soaps only. It is interesting to note that cheaper types of mosses (Mousse d'Arbre) are much less apt to color, and they retain their odor unchanged for a longer time.

**Olibanum:**—The behavior of this resinoid was the same in the milled and the cold made soaps: both unwrapped cakes retained the characteristic odor nearly unchanged for about two weeks; it then gradually diminished in intensity, but remained perceptible all through the observation period. The wrapped pieces retained their aroma unchanged throughout the test period. In no case was any discoloring observed. This resin accordingly is an excellent perfuming and fixing material for soaps of all kinds.

**Opoponax:**—The odor of this material completely vanished from the exposed milled soap within one month; the soap all through this time was unchanged in appearance, but then began gradually to turn a grayish brown, apart from its own original shade of color. The wrapped milled cake lost all smell within four months. The cold made soaps behaved similarly. Opoponax resinoid is therefore not particularly suitable for soap perfuming and accordingly does not figure, either, as a likely fixative for other perfumes.

**Peru Balsam:**—The odor was there in all soaps throughout the period of observation; all the soaps, likewise, turned quite dark, the exposed pieces faster than the wrapped, down to a chocolate brown. Accordingly Peru balsam is an excellent perfuming and fixing material for dark shades of soaps.

**Styrax:**—Of all the natural perfumes, essential oils and resinoids, this resin proved to be the one least subject to changes within the soap. All the cakes, milled and cold made, exposed and wrapped, kept their odor

nearly unchanged throughout the test period. The soaps turned only a weak gray during this time, so that styrax may be used in all delicately tinted soaps (it is taken in a ratio of hardly 25 per cent of the whole perfume, or at most  $\frac{1}{2}$  per cent of the saponic mass). For the perfuming and fixing of white soaps, a number of makers have put a styrax on the market that has no color and lends none, in fact. Even aside from the point that the odor of styrax proper, produced by its containing cinnamic alcohol and its esters, fits in with numerous soap compositions, or, to put it differently, conflicts with hardly any type of odor, the styrax aroma, in addition is excellent for covering up the individual odor of the soap and is therefore an exceedingly good fixative for practically all soaps.

**Tolu Balsam:**—Acts and behaves almost identically like Peru balsam.

**Civet:**—Since this material also is sometimes obtained in resinoid form and finds application in soap perfuming, it should be briefly mentioned that the characteristic odor was perceptible in all the cakes throughout the period of observation, but did not smell agreeably in any instance. Civet as an ingredient in soap perfumes should be used with great caution, because its presence often makes the product look as if not altogether reliable fatty substances had been used in the making. Consequently the general adoption of civet as a soap fixative must be set down as being absolutely inadvisable. Civet gives a weak yellow tinge, sometimes running orange to rose.

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From all the observations reported on the behavior of the individual perfumes that are used in soaps, it will be seen that, unless the soap is protected with a wrapper, pretty nearly all aromatic substances evaporate off within a relatively short space of time; that is, at any rate, they disappear from the surface of the soap. This means that the soap loses its surface odor unless the volatility of the perfume is cut off. This can be accomplished in only two ways: either the perfume is fixed, that is, aromatic substances of a not readily volatile character are used, to counteract the volatility of the highly volatile perfumes, or soap wrappers, as air-tight as possible, are used, to keep the odor in. Since many aromatic substances simply won't be fixed, because their volatility is inseparably related to their aromatic character (as in the case of citrus oils, peppermint oil, etc.), the only general solution is to be found in wrapping the soap.

A soap whose perfume is an important feature must necessarily be wrapped, because in the unwrapped soap an alteration of scent is practically inevitable within a comparatively short time, even if the proper fixatives are used. The soap wrapper often assists in the perfuming, as many manufacturers, the French in particular, perfume the wrapper as well, so that its odor goes to support the smell of the soap. A soap so wrapped may be planned as a *cachet*, being often used this way long before the soap is washed out.

But there came a time, after the public had become wary of wrapped soaps, often having found small pieces of poor-grade, badly perfumed soap, wrapped in strongly scented paper, inside of gaudy, oversized packages, when the bare, unwrapped cakes became more and more

the fashion, since in that way one could see and smell what he is buying without having to fear that he was paying more for the package than the soap was worth.

So soap perfumes had to suffer as a result of being left unprotected against volatilization, until an improved technique was found, making it possible to wrap the soaps and yet keep them visible. Transparent wrappers have splendid qualities and are fast making new friends. Of course, it is true that their ability to hold soaps air-tight, and to conserve their perfume at its best, goes hand-in-hand with a slight disadvantage, namely, that the buyer is unable to smell the odor of the packaged soap unless he destroys the wrapper. Since the transparent materials used have not, as yet, been able to take perfume, because they are nearly poreless and almost non-absorbent, the buyer is forced to accept "a cat in the bag," so far as the perfume goes, when he makes a purchase.

Still, now as always, it is up to the manufacturer himself to decide whether he wants his goods open or wrapped, visible or out of sight, put up in air-tight packages or so wrapped that the buyer can catch the odor of the soap from the outside. But in every instance it is important—and to show this, among other things, has been one purpose of the present contribution—that the perfumer should be called into consultation on these matters when a decision is to be reached.

## Soap Materials Market

### Vegetable Oils

Improvement in the demand for vegetable oils from soap makers and refiners has strengthened the situation materially. At this writing, prices for most oils are steady to firm and offerings of some oils are comparatively light.

Palm oils for nearby deliveries are in good demand, but stocks here are small. Niger grade sold at 3c lb., New York, and offerings from abroad for forward shipments are rather light. Olive oil foots are also firmer abroad, with car lots in barrels quoted for September/March shipment at 4½c to 4¾c lb., New York. Commercial denatured olive oil in carlots for September forward shipment is quoted at 51c to 52c per gallon, New York.

A. H. HORNER.

### Tallow

Tallow and other fats, like most commodities, have been closely sympathetic with the cause of the stock market. As a consequence, tallow has appreciated in price close to 100 per cent. Of course, for some time this product was bringing less than production cost in addition a decreased volume of raw fat placed prices on a firm basis. During the period a considerable tonnage of tallow has been booked by soapers, but the bulk of the business has been under cover.

In the Middle West the larger packers are well sold up on their production, and a steady market situation obtains.

E. H. FREY.

## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra .....	\$0.03 ¾ @	
Edible .....	.04 ¾ @	
Fancy .....	.05 ¾ @	
Grease, white .....	.03 ¾ @	
House .....	.03 ¾ @	
Yellow .....	.03 ¾ @	
Lard .....	.05 ½ @	.07 ½

### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks .....	.04 ¾ @	
Corn Oil, 95% T.F.A. tanks .....	.03 ¾ @	
Red Oil, distilled, tanks .....	.05 ½ @	
Saponified .....	.06 @	
Stearic Acid, single pressed .....	.07 ½ @	
Double pressed .....	.08 @	
Triple pressed .....	.10 ¾ @	

### Soap Making Oils

Castor No. 1, tanks .....	.09 @	
No. 3, tanks .....	.08 ½ @	
Coconut, Ceylon Grade, tanks .....	.03 ¼ @	
Cochin grade, tanks .....	.03 ¾ @	
Manilla grade, tanks .....	.03 ¾ @	
Corn, crude, Midwest mill, tanks .....	.04 ¾ @	
Cotton, crude, Southeast, tanks .....	.02 ¾ @	
Refined .....	.03 ½ @	
Foots, 50% T.F.A. .....	.01 @	.01 ½
Lard, common No. 1, barrels .....	.06 ½ @	
Olive, denatured, max. 5% F.F.A. drums, gal. ....	.57 @	.59
Foots, prime, green, barrels .....	.04 ¾ @	
Palm, Lagos, max. 20% F.F.A., drums .....	.03 ¾ @	
Niger, casks .....	.03 ¼ @	
Palm, kernel, tanks .....	.04 ½ @	
Peanut, crude, barrels .....	.06 ¾ @	
Refined, barrels .....	.09 @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks .....	.04 @	
Tallow, acidless, barrels .....	.06 ½ @	
Whale, Crude No. 1, Coast, tanks .....	.04 @	
Refined, barrels .....	.51 @	.59

### Glycerine

Chemically pure, drums extra .....	.10 ¼ @	.11 ¾
Dynamite, drums included .....	.07 ½ @	.08 ½
Saponification, drums .....	.05 @	.05 ½
Soap, lye .....	.04 @	.04 ¼

### Rosin

Barrels of 280 pounds.

B .....	\$3.75	K .....	\$4.80
D .....	3.85	M .....	5.45
E .....	4.20	N .....	5.65
F .....	4.35	W.G. ....	6.25
G .....	4.40	W.W. ....	6.75
H .....	4.40	X .....	6.90
I .....	4.45	Wood .....	3.83

### Chemicals

Acid, muriatic, 18°, 100 pounds ....	\$1.00 @	\$1.60
Sulphuric, 60°, ton .....	11.00 @	
66°, ton .....	15.50 @	
Borax, crystals, carlots, ton .....	42.00 @	71.00
Cyclohexanol (Hexalin) .....	.30 @	
Naphtha, cleaners' tank cars .....	.06 ¼ @	
Potassium, carbonate, 80@85% .....	.05 ¾ @	
Hydroxide (Caustic potash) 88@ .....	.06 ½ @	.06 ¾
Salt, works, ton .....	11.50 @	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds .....	1.15 @	2.09
Hydroxide (Caustic Soda) 76% solid, 100 pounds .....	2.50 @	3.59
Silicate 40°, drums, works, 100 pounds .....	.75 @	
Sulphate, anhydrous .....	.01 ¾ @	.02 ¼
Phosphate, tri-basic .....	.03 @	.03 ¼
Zinc oxide .....	.05 ¾ @	

